PROJECT

ROALAND

ART/TECH/PLATFORM

ENG

ROA CORE(ROA) Whitepaper

ROA CORE : Utility token name used within ROALAND
ROALAND : The overall project including ROAZ NFT & platform

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ROA CORE
ROALAND FOUNDATION

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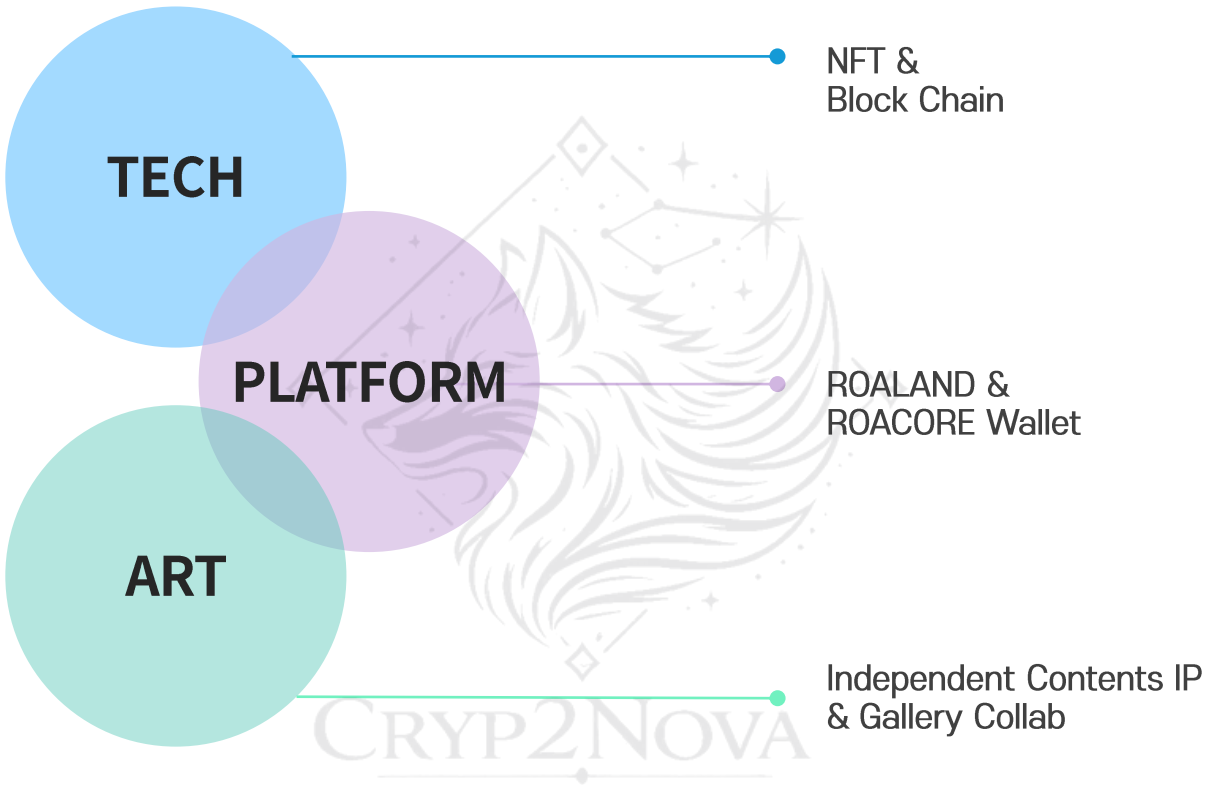
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SUMMARY

Project ROALAND provides the highest level of NFT trading and NFT-based service experience space for artists and consumers. By establishing a multi-metaverse platform to enable NFT management and distribution from the perspective of content creators, we aim to become a reference point for the next generation of Metaverse platforms that eliminate market passivity and ensure transparency in transactions.



The direction of NFTs that Project ROALAND aims for is to create its own ecosystem, along with revitalizing a safe and transparent market for content creators and consumers. It encourages content creators to voluntarily issue NFTs, providing consumers with a safe high-quality NFT consumption market by formatting an independent content base, actively supports the popularization of NFT independent markets and technological training. Within the ecosystem, we link our own content creation and physical asset services to present the right standards and objectives of the Art Tech Platform for users to benefit from acquiring and possessing tokens.

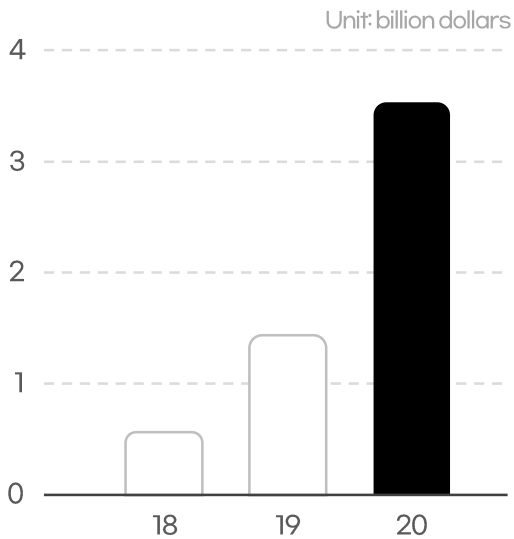
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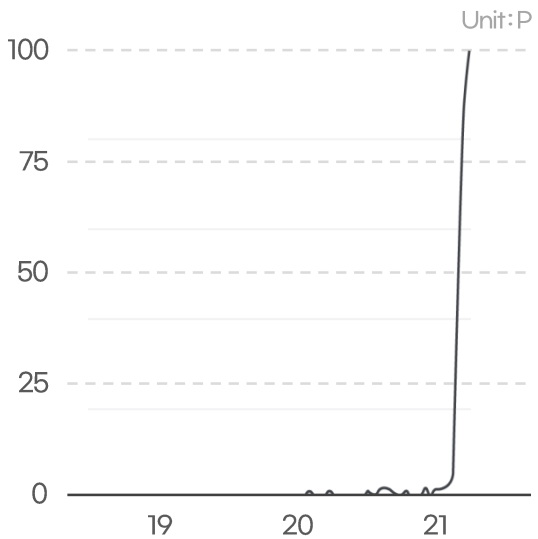
2-1 Market Trend

The NFT market is not only limited to art or souvenir auctions, but is expanding its use to games, metaverse, and sports. An annual report from the NFT Market Analysis Platform shows that the size of the NFT market has expanded approximately 2.4 times from $141.56 million in 2019 to $330.4 billion in 2020. In fact, platforms that issued character NFTs as a way of participating in cryptocurrency-based ecosystems attracted more than 1 million application users for the first time among blockchain services. In addition, there is a case in which a 10-second video of LeBron James, one of the best active players, was traded for $208,000 and about 240 million won through NFT top shots trading NFT digital cards of U.S. professional basketball players.

According to **blockchain network** market research firm "Dapp Rader," the global NFT market size reached an all-time high of $10.7 billion in the third quarter. The figure is up more than 700% compared to the second quarter when it reached $1.3 billion, and transactions on the world's largest NFT trading platform, OpenSea have also increased 20 times over the past year. As NFT has become more common in Korea, there are many cases in which copyrighted works such as art and sound sources, videos, profile characters, and cosplay are converted to NFT forms.

NFT market size trend and NFT search size trend in Google Trends





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2-1 Market Trend

As **NFT transactions** increase and the NFT market grows, companies are also actively engaging in NFT businesses. Among domestic companies, Naver and Kakao are actively participating, of which Naver is promoting blockchain business and NFT-related services through its Japanese subsidiary. In addition, the size of the NFT market is gradually growing, considering that consumers use blockchain-based transactions and continue to participate in the ecosystem by expanding blockchain services that can utilize NFT technology at companies such as Shinsegae, GS, NH Nonghyup, and SK. Based on the current NFT market, companies are expected to enter the market as new business items such as loan markets, real asset linkage and linkage, Metaverse content distribution business, autonomous cryptocurrency and asset financing, and securities NFTs.

Experts predict that generation MZ, the mainstay of digital economic activity in the **Metaverse**, will have a significant impact on the growth and expansion of NFTs. Already, the metaverse market is strengthening its industry, focusing on the MZ generation, which has great interest and participation not only as a game but also as a creator. As the various creations of these creators add value to digital assets, the field of NFT application, which has strengths in securing copyright and ownership, is expected to continue to expand.

Until 2021, gaming and art sectors had been primarily utilized in the NFT market. The combination of decentralized finance (De-Fi), artificial intelligence, and metaverse shows the potential to expand into a wide area, but there are still no clear regulations on decentralized finance as of the second half of 2022, so there is a risk of being abused by ecosystems like FTX exchanges and LUNA.

As great opportunities have come to the **NFT market**, ROALAND wants to solve the problem of consumers being harmed by the lack of proper regulation. The ROALAND platform prioritizes the creation of an environment that can protect creators so that creators can create and distribute digital items themselves and create a smooth digital economy ecosystem between creators and consumers. This is because we think that this environment is the way for consumers to be protected. The ROALAND team plans to operate only a small service brokerage fee that can be incurred as it is stored and managed separately in a safe and secure space. In the consumer's consumption activities, the customer will not have the right to arbitrarily utilize the amount deposited.

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2-2 Issues



https://www.enewstoday.co.kr/news/articleView.html?idxno=1559302

Economic inequality in art market

The bottom 75% of domestic galleries have annual sales of less than USD 70,000

Risks of NFT investment loss

The Korean Institute of Finance urges the public to pay attention to the high price volatility and fees of NFTs



https://daily.hankooki.com/news/articleView.html?idxno=869655



Absence of net benefit because of misuse of NFT essence



Victimization in NFT market because of inappropriate products supply



Exploitation of high-tech bluffs as a means of speculation

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3-1. First ROAZ



Project ROALAND's first NFT, "First ROAZ: Super Artists," will be used in all services in the ROALAND platform, and we also expect synergy effects to expand the NFT market by extending our ecosystem through various contents such as webtoons, music videos, and animations.

First ROAZ : Super Artists: More than 2,000 unique NFTs produced by collaborating with global artists on existing Vintage Robot were published to OpenSea in April 2022. Currently, the collection is engaged in various activities such as webtoon and music video production and virtual gallery exhibition to extend the ROALAND worldview.

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Recruitment of new artists
Support collaborative activities
with well-known artists

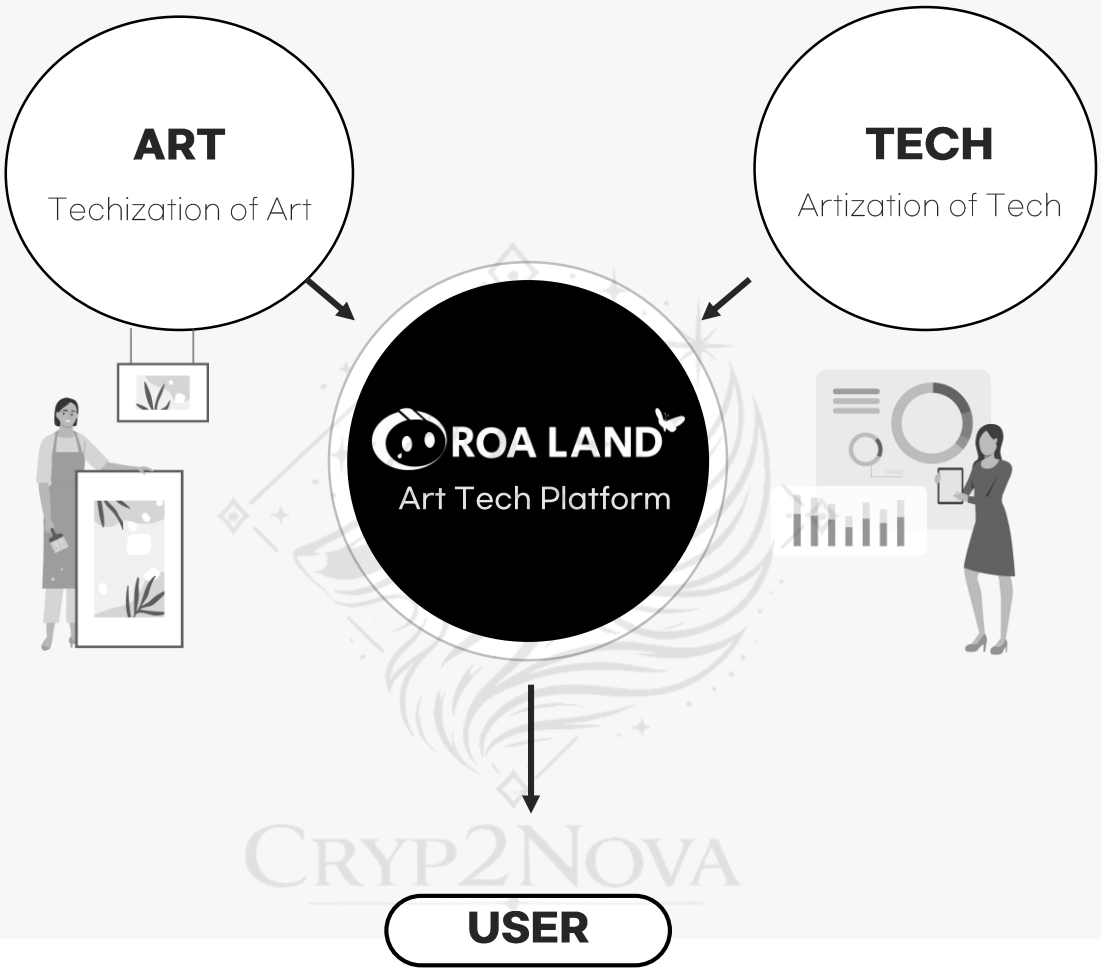


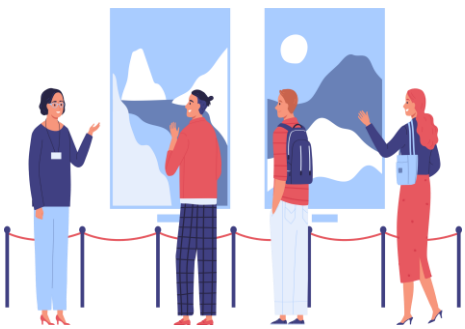
Elimination of high market barriers
Expansion of opportunities for
artists' participation

Step 01	Step 02	Step 03	Step 04
	Productive consumption through existing market improvements 		Elimination of the economic inequality throughout Art 

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3-2. Project ROALAND





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3-3. Platform: ROALAND

ROALAND is an official web platform that supports and communicates the technicalization of art and the artisticization of technology. Anyone can participate with their own works without any qualifications or restrictions, and they can freely collect and exchange works. Furthermore, we will prepare and provide various NFT contents such as ROA Trading cards based on the works of artists selected for collaboration exhibitions and contests.



Interaction of Art and Tech

NFTization of artwork



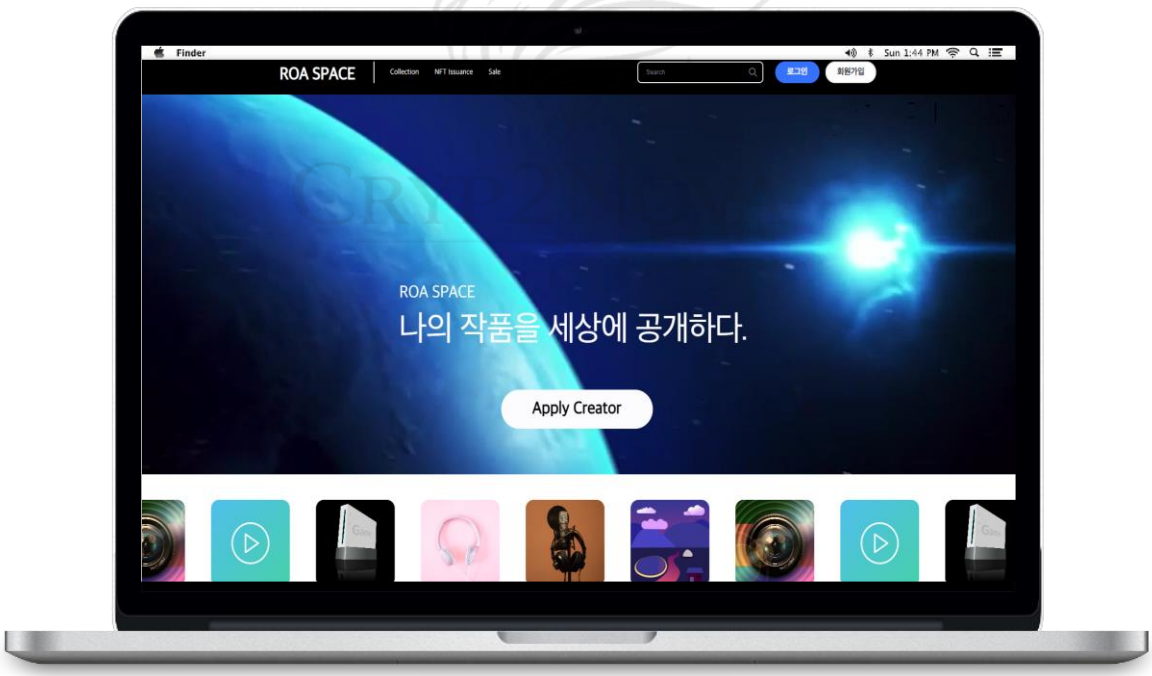
Mission and Rewards

Acquisition of rewards through mission pass and artwork actualization service



ROA Trading Card

Acquisition random NFTs through a bit of consumption

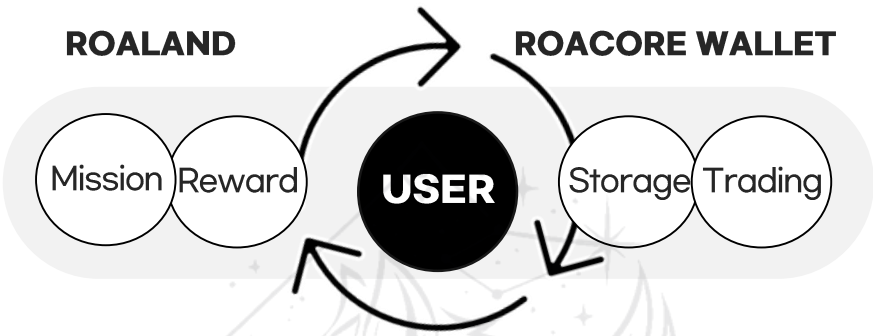


Go to ROALAND

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3-3. Platform: ROALAND

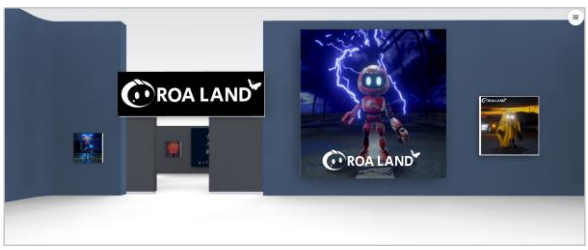
ROALAND is an Art-Tech Platform that supports users with a personal space to store and share their artwork. We present acquisition opportunities for ROACORE(ROA) tokens and artwork through participatory missions. In addition, we provide contents and servers to consume the acquired resources in the ecosystem.



The Virtual gallery is an online exhibition space where you can freely enjoy ROALAND's NFT and webtoon. You can enjoy it regardless of time and space.







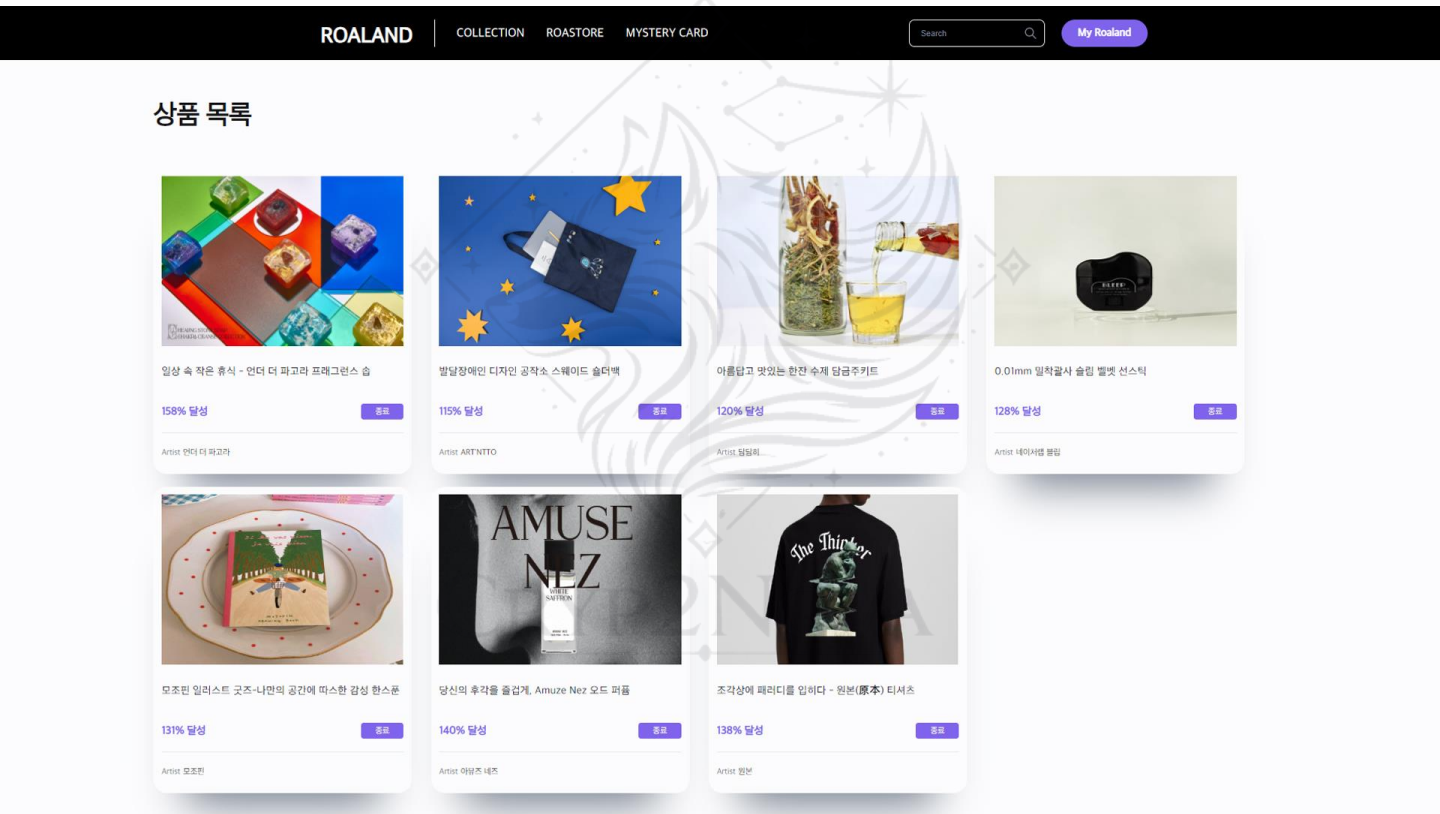


Go to
ROALAND Virtual Gallery

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3-4. Platform: ROA Store

ROA Store is a space where you can purchase ROALAND's content products as well as works by active artists in ROA Store. Based on the crowdfunding system, funding will be conducted according to the artist's schedule, and a separate single purchase method will also be provided. We would also like to establish a separate activity space for disabled artists to give them ample opportunities to participate, and we will hold regular offline pop-up store events to showcase the actual product and provide payments to ROACORE on-site.



Free commission

Support as crowdfunding

Purchase real Art works

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3-5. Platform: ROA Wallet

ROA Wallet is a multi-listening cryptocurrency electronic wallet service. Designed with security as well as user convenience as a top priority, we will support NFT transmission and storage, as well as NFT collection services unique to ROALAND, including cryptocurrency wallet services. It is currently available for download from the Google Play Store and Apple App Store, and other tokens such as SOLANA will be supported in the future.



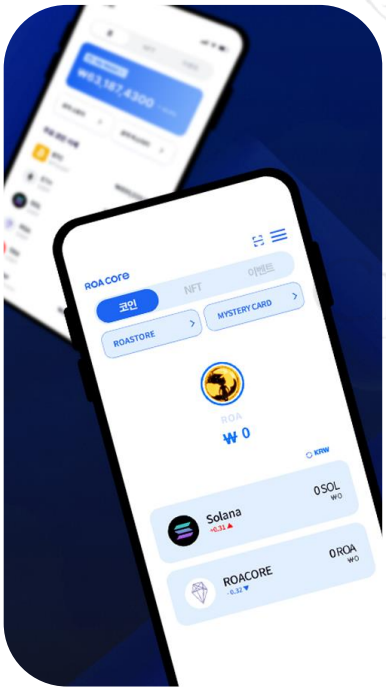
NFT Storage and Sale Support

View NFT collection
NFT transaction

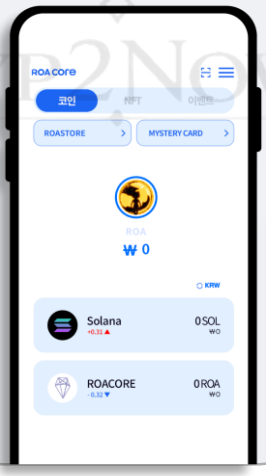


Convenient Trading with Easy UI&UX

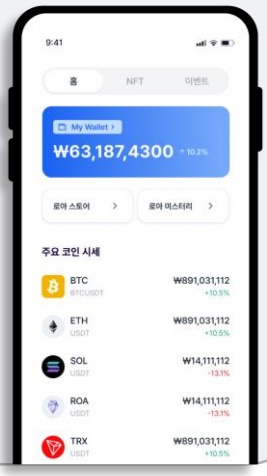
Easy sign-up with one touch
Safe and Convenient token transfer



한눈에 보는
나의 가상자산 현황



가장 쉽고 편한
크립토 월렛



Google Play Store

Apple App Store

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3-6. Platform: ROA Connect

ROA CONNECT is an interworking service between webs and apps developed for the scalability of the use of ROA Wallet. By providing the first connection function based on the Solana chain, it can be linked to platform ROALAND as well as most platforms that require Roar Wallet use. We will continue to update for ease of use and interworking scalability.

Easy Connection

Solana-based first wallet connect



Secure

End-to-end encryption, private keys are never shared

Interoperable

Easily integrated into all apps with just a few lines of code

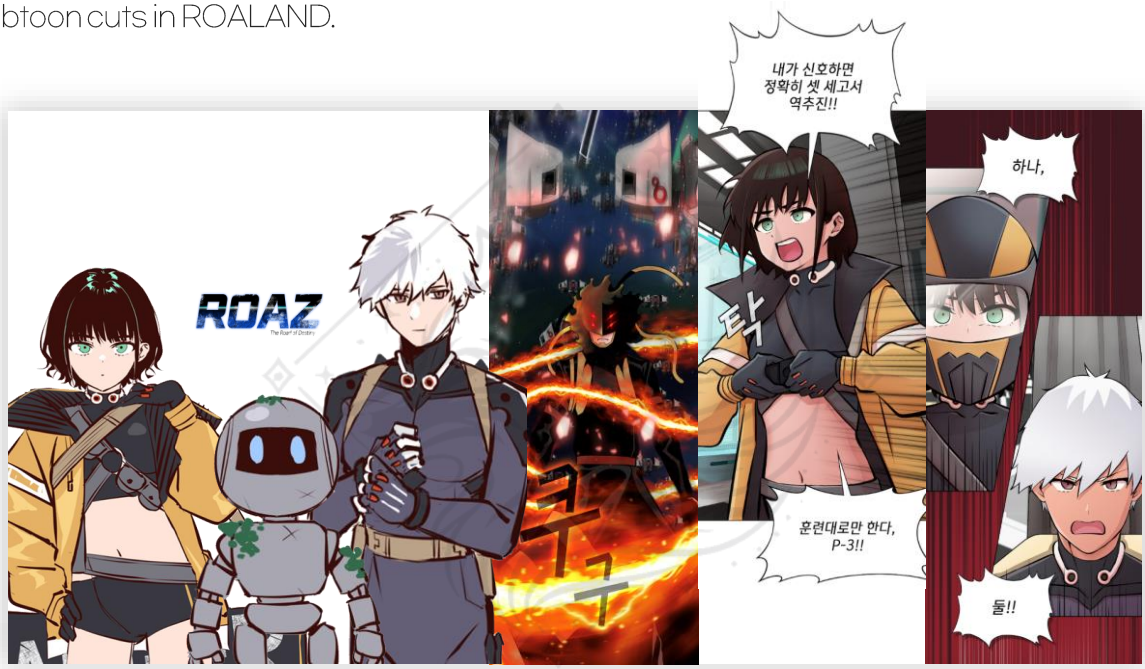
User - friendly

Designed to enable a frictionless and user experience

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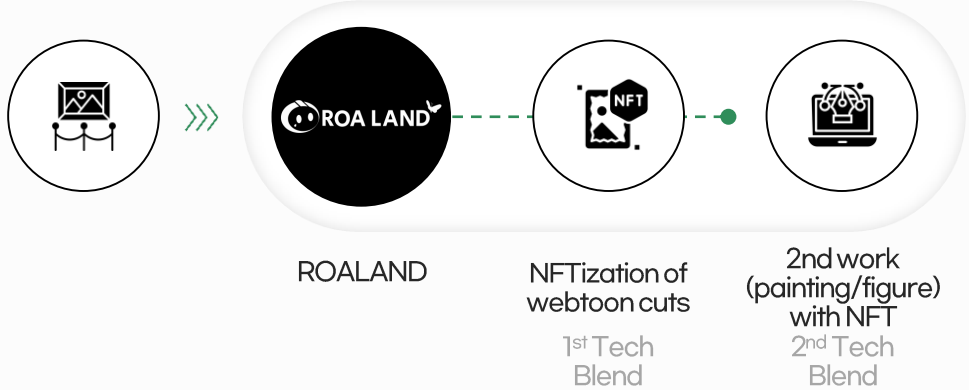
3-7. Contents: Webtoon ROAZ

The first content, webtoon ROAZ linked to the worldview of **Project ROALAND** is currently under production by signing a contract with the production company Story Productions. Being selected on Kakao Webtoon as a serial platform, it is under discussion. It is the first content of the art-tech platform that combines technology with art that realizes secondary artwork through the production of my own goods by registering webtoon cuts in ROALAND.



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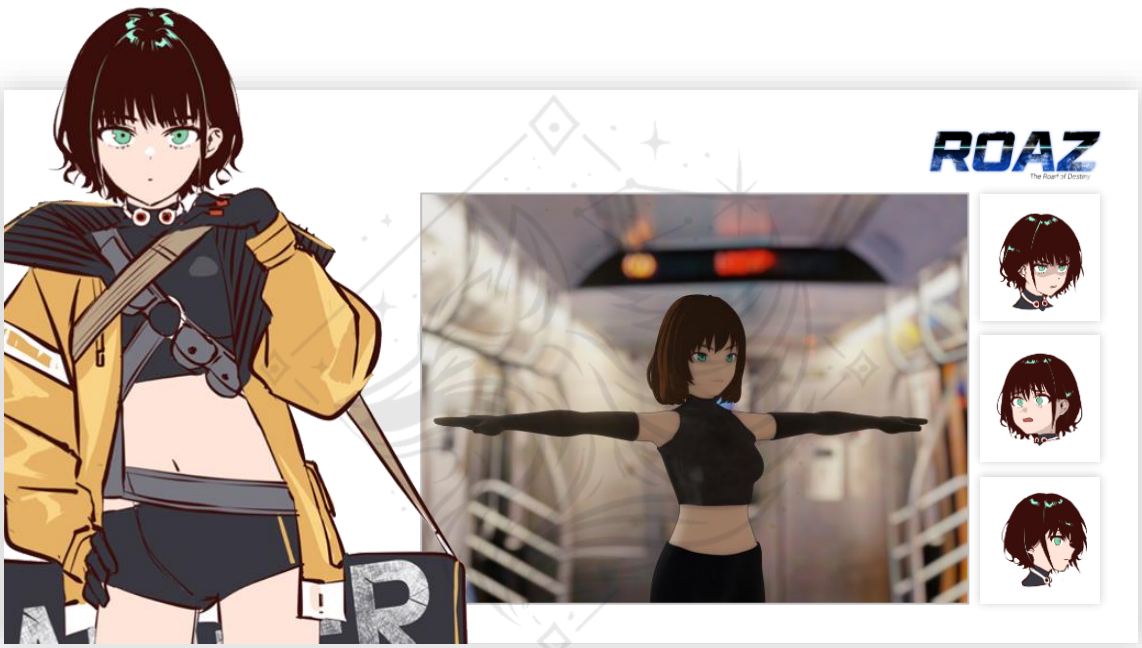
Techization of Art



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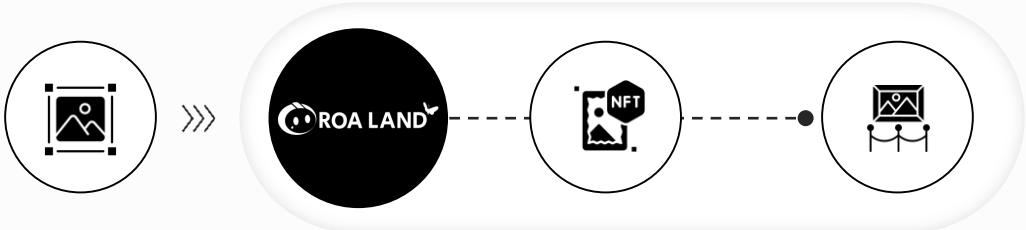
3-8. Contents: Virtual Human

Using the **ROAZ webtoon** character Somi IP, we will serve as a promotional ambassador for the project, collaborating with artists, NFT work activities, even releasing Somi goods and limited edition PFPs that can be paid with ROA tokens. If Somi's character shows a positive response, other characters in ROAZ webtoons will also start producing Virtual Human.



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Artization of Technology



ROALAND

NFTization Virtual Human and Art work

1st Art Blend

Collaboration with Metaverse/games and offline event participation

2nd Art Blend

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3-9. Contents: ROA Card

ROA Trading Card is based on the works of the winning artists of the contest & collaboration exhibition, starting with the works of the ROALAND Art Team. The cards acquired by supporting purchase and sale with ROACORE will be used to perform various missions, and various benefits such as ROACORE, goods, and real services will be provided through the achievement of the mission.



Integrate of art and technology

-Composition of artist collaboration work cards
-Produce all work cards with NFTs



Mission and Rewards

Get rewards such as Main, sub, and hidden through a mission



Supply & Circulation

-ROACORE circulation such as card consumption and trading
-Spread user inflows by providing holder qualifications



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3-10. Contents: ROA Space

ROA Space is a casual mobile game based on the characters and world of the webtoon ROAZ. It consists of four mini-games that are easy to enjoy with simple controls. Through the in-game ranking system, users can compete with each other and earn various rewards.



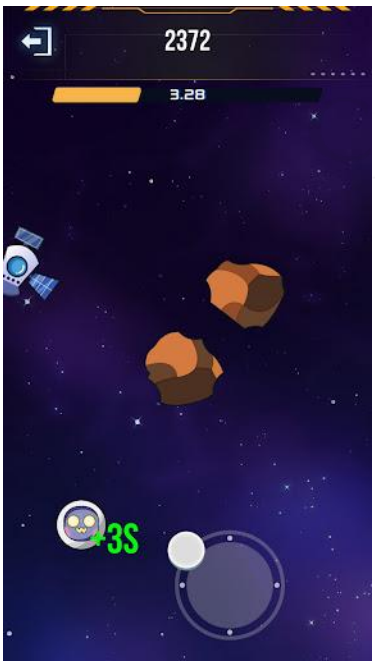
Simple Controls

- Easy controls in one-touch and cursor formats
- Various mini-games



Ranking System-Based Rewards

-Competition with logged-in accounts
- Rewards obtained through real-time ranking system







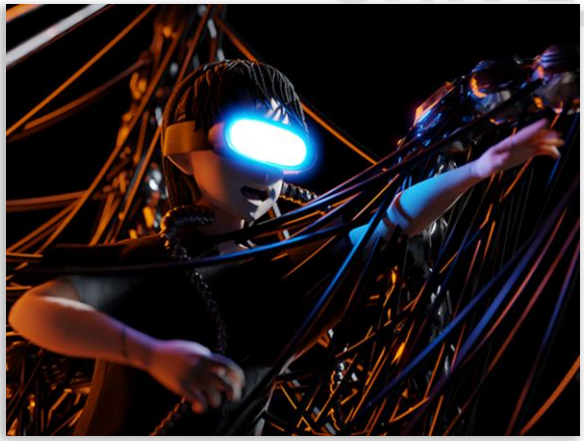
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3-10. Contents: ROALAND Art Team : 19XX

The ROALAND art team label "19XX" features a planning/shooting/production/release system for all art content, including video, music, images, and 3D artwork.









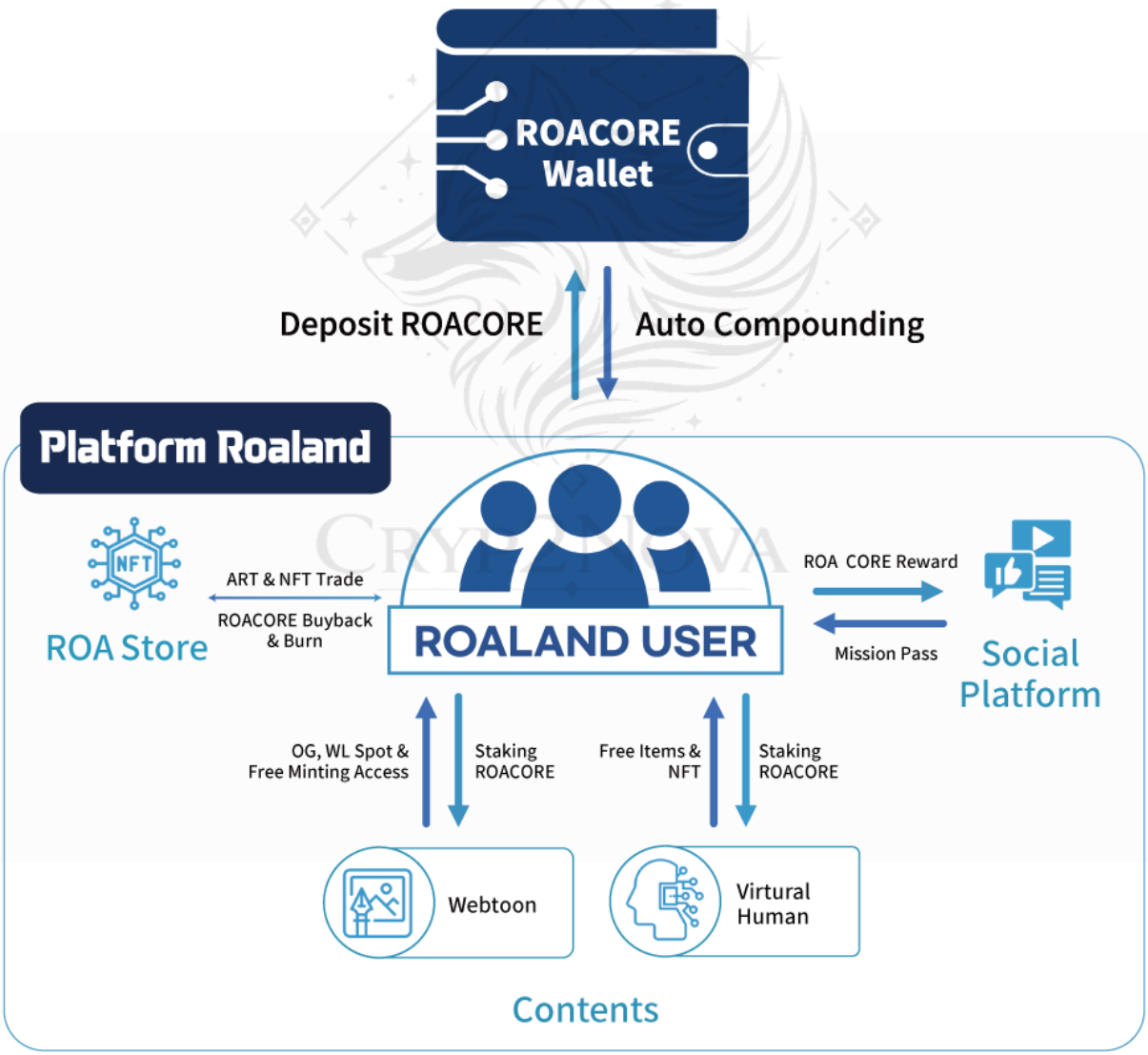




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Token 4-1. ROACORE Economy

Users can get ROA tokens within the **ROALAND** platform by doing active activities such as trading activities, participation in friend invitation & airdrop events, and mission pass. Once the user's behavior is confirmed, the ROALAND team supplies a certain number of tokens to the user. Users can open random boxes with acquired tokens to obtain random NFTs. They can also consume ROA tokens on ROALAND-provided platforms or real assets (2H Hotel, SVM) services. In addition, they can exchange ROA tokens for external virtual assets or legal currency on general exchanges.



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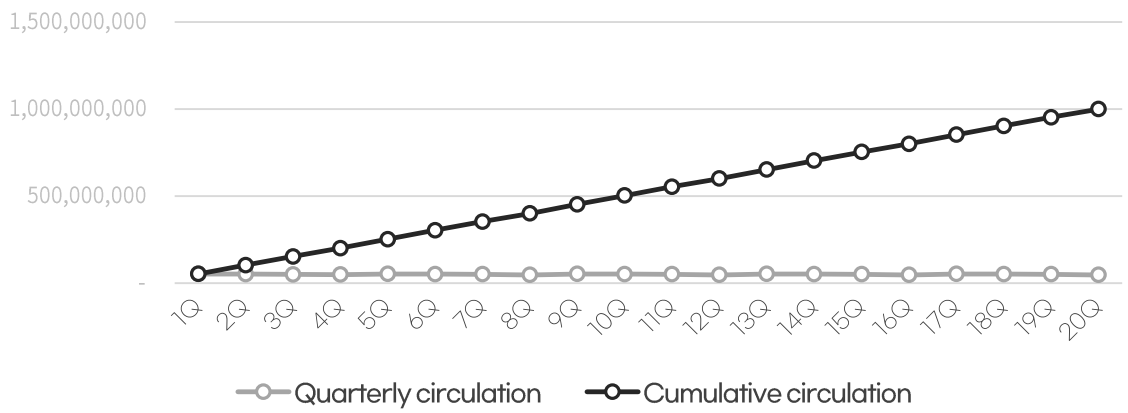
Token 4-2. ROACORE(ROA) Details

Token & Project Information	
Coin and Token Name	ROACORE
Symbol	ROA
Service Platform	ROALAND, ROACORE WALLET
Blockchain Platform	SPL
Project Name	Project ROALAND
Max Supply	1,000,000,000 ROA
White List	Available
KYC & AML	Available

Distribution Area	Percentage	Circulating Supply
Founder	10%	100,000,000
Partner	10%	100,000,000
Advisor	5%	50,000,000
Marketing	5%	50,000,000
Investor	5%	50,000,000
Event	5%	50,000,000
Eco-system	60%	600,000,000
Total Distribution	100%	1,000,000,000

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Total Distribution Growth Trend of ROACORE(ROA)



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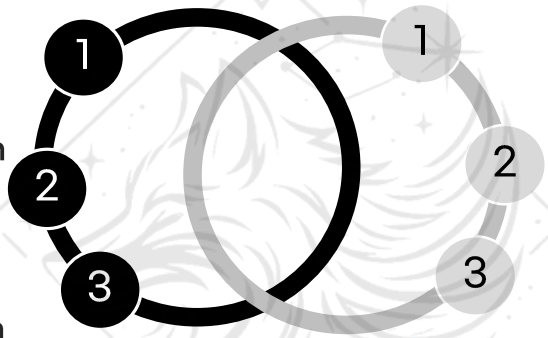
Partners 5-1. KKC & KFSS

ROALAND signed an agreement with the Korean Kennel Club(KKC) and the Korea Federation of Dog Sports(KFDS) to support the establishment of the WEB 3.0 ecosystem and platform development. We will support member management, certificate management based on WEB 3.0 technology, and payment will be supported in conjunction with ROA Wallet. Furthermore, through regular theme-specific contests, we will provide dog content prepared by the ROALAND Art Team and provide various work-based benefits.

Member Management System
Support NFT membership system and payment

Certificate Management System
Support NFT Certification system and payment

Academy Management System
Support NFT Completion System and Payment

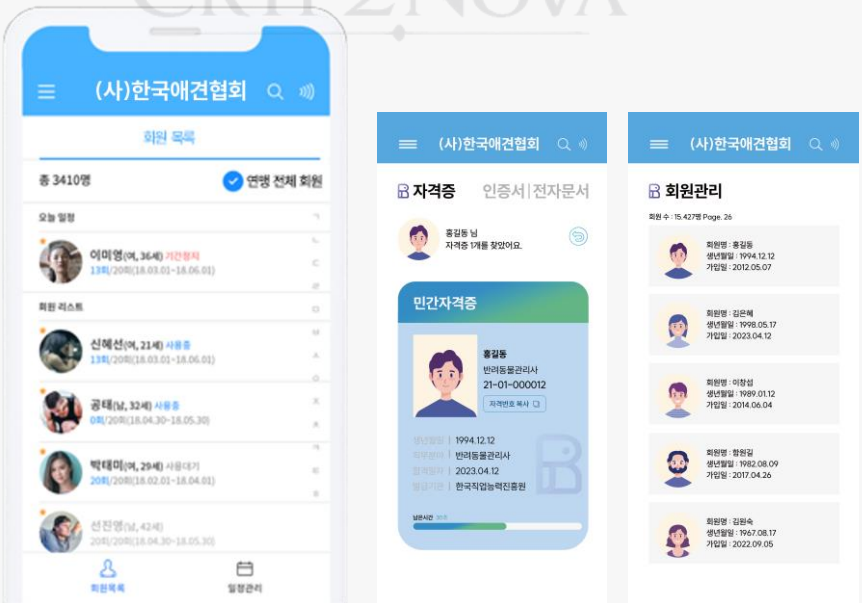


Holding and supporting regular events
Holding and supporting regular online and offline events on the theme of dogs

Select monthly best by theme
Presenting dog artwork and providing rewards

Project: Exercising with your dog
Support for mission and artwork of location-based exercise courses, etc.
Provide ROACORE payment in Off-line dog goods shop

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Partners 5-2. Partnership Project

- **2022. 08. 12.** Partnership with DMONG
- **2023. 03. 09.** HYPE BOY
- **2023. 03. 14.** Meta MAFIA
- **2023. 03. 23.** SP Labs
- **2023. 04. 13.** XPEATORS
- **2023. 04. 26.** MMMM
- **2023. 06. 14.** ARTLOUD
- **2023. 07.27.** Damdamhee
- **2023. 07. 28.** UNDER THE PEGOLA
- **2023. 07. 28.** ADENTO
- **2023. 08. 01.** NATURE LAB BLIP
- **2023. 10. 24.** BURRITO
- **2023. 12 .14.** DECENT
- **2024. 01. 10.** idontcare.
- **2024. 01. 15.** wepin
- **2024. 03. 21.** atour.

































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6. ROADMAP

2022

Q1
- Super Artist Collection : ROAZ NFT Issuance

Q2
- ROACORE Issuance: 6th Friends Charity Golf Tournament donation

Q3
- Create contents: Webtoon ROAZ
- ROALAND Service Partner MOU : Gallery, 2H Hotel

Q4
- Launch of ROACORE WALLET native app
- Progress of listing on domestic exchange

2023

Q1
- Launch Platform ROALAND
- Publish contents Webtoon ROAZ

Q2
- Production of Contents Virtual Human
- 1st user collaboration content contest on Platform ROALAND

Q3
- Review of Contents Game ROALAND production
- Hold gallery collaboration as Service Partner Event

Q4
- Hotel voucher event: Service Partner Event
- 1st Platform Update

2024

Q1
- Launch of Contents Virtual Human
- 2nd user collaboration content contest on Platform ROALAND

Q2
- Launch contents Game ROALAND
- 2nd Platform Update

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7. Our Team

CEO. Gye-cheon Lee

- **Education:** Majored in Business Administration, Seoul National University / Graduate School of Business Administration, Seoul National University
- **Bio:** CEO of GDC Consulting Co., Ltd., CEO of Samsun Global Motors., CEO of Samsun Logics., CEO of Hanjin P&C., CEO of KZ Cooperation (Zambia), Samil Accounting Corporation
- **Certificate:** US Certified Public Accountant, Tax Accountant, Korea Certified Public Accountant

CTO. Jae-yong Ahn

- **Education** : Majored in Computer Engineering, Hanyang University (Seoul)
- **Bio**: J-Interactive Game Server Development Programmer, NCSoft Game Server Development Programmer, INCA Internet Anti Virus Engine Development Programmer, Intotech Video Streaming Server Development Programmer (Exemption from military service), CTO of Angel Works,. (Current) CEO of AdCarrot, a video advertising brokerage platform

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CLO. Jeong-eun Lee

- **Education** : Master of Public Administration from Ewha Womans University, Doctorate of Police Administration from Dongguk University
- **Bio**: Attorney at Law Firm Daeji, Representative Attorney at Hanyul Law Firm, Advisory Attorney at Korean Medical association,, (Current) Non-stop Public Defender at Seoul Eastern District Court, Child Rights Protection Ohmbzperson, Seoul Central District Court Full-time Coordinator, Ministry of Defense Compensation Deliberation Member, Human Rights Protection Advisory Committee

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8. Compliance

Indemnification Clause

This document is intended to provide information as a technical statement on business plans and visions and may be amended, changed, added, or deleted. The original language of the White paper is Korean; in the case of a White paper written in other languages, there is a possibility of mistranslation or omission in the translation process, so we highly recommend you reviewing the Korean White paper for accurate information.

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Response plan for using Solana

The FTX exchange, which ranked second and third in the world, has served as the biggest intermediary and central axis for the liquidity of SOL-based stablecoins. However, the bankruptcy of the FTX exchange and the hacking issue of the exchange and its users led to a major threat to the SOL ecosystem. Nevertheless, SOL is a high-efficiency TPS, and there is no doubt that the technology value is great for companies that need large-scale transactions and Dapp. If there is a concern that serious loss or threat to ROALAND projects and users due to SOL's gross negligence during SOL-based project operation, we plan to move them to another Main net as soon as possible and distribute tokens at the same magnification.

In the case of FTX exchanges, it is a case that led to bankruptcy because withdrawals were not made normally by arbitrarily using deposits deposited by customers. Project ROALAND plans to apply a usage policy that the foundation does not use private money for customer deposits to prevent this situation from occurring. We only operate the funds on the part of the profits made for legitimate reasons, such as fees incurred from transactions and profits from sales activities.

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CONTACT US

Website : roaland.foundation

Twitter : https://twitter.com/SOLROALAND

Discord : discord.gg/jmyVeWvhKn

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