

Woori PROJECT

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Woori White Paper 2025

The Korean Wave, which has captivated the world through K-pop, dramas, and films, has now expanded into all aspects of daily life—including beauty, food, and fashion. However, creators still face the harsh reality of insufficient funding and poor production conditions. The “Woori” project aims to solve these issues by providing stable support to creators through a blockchain-based platform.

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1. Preface

Summary

Hallyu, which began with K-pop, dramas, and films, has expanded into beauty, food, and fashion, evolving into a global cultural phenomenon. However, due to rising production costs and a lack of funding, creators continue to face ongoing challenges, with diversity and creativity increasingly under threat.

To address these issues, new models such as fandom-based sponsorships, product placement (PPL), and blockchain-based platforms are required.

Introduction

Hallyu (K-pop, K-dramas, K-movies, and K-webtoons) has symbolized the global proliferation of Korean culture over the past several decades, establishing itself at the heart of global pop culture through its originality and mass appeal. This phenomenon has gone beyond the mere export of cultural content, reinforcing Korea's soft power and generating substantial economic and social ripple effects. Hallyu has expanded beyond music, dramas, and films to encompass K-beauty, K-food, and fashion, fostering global fandoms and cultural exchange. This success is the result of the innovative efforts of Korean creators combined with the globalization of digital platforms.

The development of Hallyu can be broadly divided into three phases. In the late 1990s, the first generation of Hallyu sparked a significant response in Asia—particularly in Japan and China—through dramas such as Winter Sonata. This was the result of the emotional storytelling and high production quality of Korean content resonating with local audiences.

From the mid-2000s, the second generation of Hallyu began with the rise of K-pop. Artists such as BoA, TVXQ, and Girls' Generation expanded their fanbases beyond Asia to North America and Europe, paving the way for the global branding of K-pop.

Since the 2010s, the third generation of Hallyu has gained explosive global popularity through artist groups like BTS and BLACKPINK, as well as global hits such as Squid Game and Kingdom distributed via OTT platforms, thereby amplifying its cultural and economic impact.

The spread of digital platforms such as YouTube, Spotify, and Netflix has increased the accessibility of Hallyu content, while fandom culture has expanded into global communities via social media. Hallyu has moved beyond content export to encompass all aspects of lifestyle—including K-beauty and K-food—firmly embedding the value of the "Korean brand" in the global consciousness.

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Despite the remarkable growth of Hallyu, many of the challenges faced by creators remain unresolved. One of the most critical issues is the depletion of investment capital for content production. Due to rising expectations and intensified competition in the global market, the cost of producing K-pop, K-dramas, K-movies, and K-webtoons has surged dramatically. High-quality music videos, extravagant stage productions, international location filming, and content leveraging cutting-edge technologies all demand massive financial resources. However, the amount of investable capital continues to fall short of demand.

In particular, small production studios and independent creators often fail to realize their creative ideas due to lack of capital, or abandon experimental content with low commercial viability.
As a result, Hallyu content is becoming increasingly homogenized, triggering a vicious cycle in which diversity and originality are at risk.
Funding shortages also negatively affect the working conditions of creators.

First, in low-budget projects, production staff and artists are often forced to endure excessive workloads and poor compensation, which leads to reduced creative quality and burnout. To resolve these issues, innovation in revenue models is essential.

Second, fandom-based sponsorship systems can be strengthened. For instance, fans can participate as micro-sponsors in content production, or engage with creators through reward-based crowdfunding platforms that enhance fan-creator connections.

Third, additional revenue can be generated by developing in-content product placements (PPL). Strategic placement of fashion, beauty, and electronic products in K-pop music videos or K-dramas can expand brand collaborations and help offset production costs. These PPL strategies go beyond traditional advertising by blending naturally with storytelling and enhancing the lifestyle brand value of Hallyu.

In conclusion, to ensure the sustainable growth of Hallyu, innovative approaches—such as diversified investment channels, fandom-driven sponsorship, and in-content product placement—are essential.
The Woori Project proposes a blockchain-based platform that empowers creators to enhance content diversity and global competitiveness.

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2. The Origin of Woori

Hallyu has established itself as a global cultural epic, captivating the world through K-pop, K-dramas, and K-movies. BTS dominated global music charts, Squid Game created a legend on Netflix, and Parasite claimed the Academy Award trophy. These cases have engraved the originality and mass appeal of Korean content onto the global stage.

Yet beneath this dazzling success lies a deeply rooted crisis. **The depletion of content production funding, excessive labor burdens on producers, and increasing content uniformity** fundamentally threaten the sustainability of Hallyu.

The Woori Project was launched to address these structural issues. Woori is not merely a support program. It is **an interactive platform that organically connects creators, fans, and brands**, aiming to build a strategic ecosystem for the future of Hallyu.

Woori enables fans to support the production of K-pop music videos and receive rewards—such as access to behind-the-scenes content or limited-edition merchandise—based on their level of participation. In addition, fans' contributions are digitally recorded through NFTs, which can also grant access to exclusive online events with artists. This strengthens the emotional bond between fans and creators, elevating fandom from passive consumers to **active collaborators** in cultural production.

Woori also transcends traditional advertising formats in its brand collaborations. It implements an interactive PPL (Product Placement) strategy by seamlessly integrating K-fashion, K-beauty, and K-tech products into the narrative flow of the content. Through this approach, Woori blends brand identity into the content itself, driving **the global diffusion of the Hallyu lifestyle.**

This structure goes far beyond simple promotion. It preserves **the qualitative diversity of content while simultaneously enhancing the global competitiveness and originality of Hallyu**. Woori not only provides practical resources necessary for content production but also designs a sophisticated ecosystem that links fandoms with brands.

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Woori is a bold blueprint for the next chapter of Hallyu.
It aims to unite creators, fans, and global partners to **validate the sustainability and identity of Korean culture** on the world stage.
This is not a short-term trend but a platform grounded in long-term vision and strategy—functioning as a **key axis to propel Hallyu toward the center of the cultural universe.**

Producer by Jin Dong Back



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3. The Woori Ecosystem

The Woori Ecosystem: A Network Designing the Future of Hallyu

The Woori Project establishes a multi-layered ecosystem that organically connects creators, fans, brands, and strategic partners to ensure the sustainable development of Hallyu content. This ecosystem is designed to address three critical challenges: securing content production funding, expanding content diversity, and enabling global market entry.

3-1. Creator (Producer): The Source of Creativity

As the central axis of the Woori ecosystem, creators are the starting point of content and the source of cultural imagination. Woori enhances the content production environment by providing creators with the following resources:

- **Diversifying early-stage funding through a fan-based micro-sponsorship system**
- **Generating additional revenue through brand partnerships via product placement (PPL)**
- **Encouraging long-term creative activity through a platform-based reward program**

This structure enables creators to pursue creative endeavors without commercial constraints, facilitating the production of content where experimentation and originality can coexist.

3-2. Fan: From Participants to Co-Creators

As active agents within the Woori ecosystem, fans are no longer passive consumers but integral participants in the content creation process. Woori strengthens the interaction between fans and creators by providing fans with the following opportunities for meaningful engagement:

- **Participating directly in the content creation process through a utility token-based sponsorship system**
- **Receiving tiered benefits based on sponsorship history, offering real incentives for continued participation**

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• Building emotional bonds through non-monetary rewards such as artist interactions, early access to content, and exclusive event invitation

This structure elevates fans from mere spectators to collaborative partners in the production of Hallyu content.

3-3. Brand: Growth Partners Integrated with Content

As strategic partners within the Woori ecosystem, brands create new marketing value and cultural relevance by integrating directly with content. Woori enables brands to move beyond traditional sponsorship and become an organic part of the content experience through the following mechanisms:

• Maximizing brand exposure through product placement (PPL) strategies naturally embedded within the content flow
• Designing branded experiences that align with emotional arcs and narrative elements to enhance viewer immersion
• Expanding global brand awareness by engaging directly with Hallyu fandom communities

This approach provides brands with a renewed cultural identity and deepens their connection with consumers.

3-4. Strategic Partners and Platform Participants

The Woori ecosystem secures structural stability and scalability through collaboration with a diverse range of external stakeholders. Woori provides the following opportunities for participation and value creation among strategic partners and ecosystem contributors:

• Utility token holders can participate in proposal and feedback processes related to ecosystem governance
• Partnerships with global content platforms, streaming services, and distribution channels expand the reach of content
• Blockchain infrastructure partners support the platform's technical stability and transaction efficiency

This integrated structure creates an environment where all ecosystem participants can generate and share real value.

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3-5. Integration of the Woori Ecosystem: Virtuous Cycles and a Global Vision

The Woori ecosystem secures the sustainability and scalability of Hallyu through a virtuous cycle that organically links creators, fans, and brands. Revenue generated from in-content product placement (PPL) is reinvested into new projects, forming a self-sustaining loop that offers creative freedom to creators, the joy of meaningful participation to fans, and global growth opportunities to brands and partners.

Creator-Centered Innovation: Financial stability allows creators to break free from commercial constraints and pursue experimental, original content. Distinct K-pop sounds, K-dramas that reflect multicultural contexts, and K-movies with rich narrative depth resolve the homogeneity of Hallyu content and enhance its competitive edge in the global market.

Fan-Led Cultural Participation: Fans go beyond passive consumption to become active contributors in the creative ecosystem. Through utility tokens, fans contribute to creative activities, earn rewards based on their participation history, and strengthen their bond with creators. This structure cultivates emotional resonance between fans and content, transforming fandom into a cultural stakeholder.

Global Cultural Exchange and Expansion: Woori fosters an open ecosystem where Hallyu evolves to embrace diverse cultures through international co-productions, global community campaigns, and cultural workshops. Through this, Hallyu transcends its identity as an exotic trend limited to specific regions and establishes itself as global cultural content that conveys universal values.

Woori is not just a content platform. It is an ecosystem designed to connect creators, fans, brands, and partners into a unified organism, enabling Hallyu to grow as a sustainable global culture. Woori demonstrates the potential of Hallyu to the world and paves the way for a new cultural inflection point.

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4. Token Economy

4-1. Token Economy Architecture of $WOORI

$WOORI serves as the core utility token across the entire Woori ecosystem, encompassing content production, user participation, brand collaboration, and platform operations. It functions not merely as a payment tool but as a medium of exchange for all real activities within the ecosystem, enabling users to access a wide range of platform features.

Woori has designed the distribution and utility structure of $WOORI based on the following four core principles.

1. Implementation of a Value-Centric Circular Economy
Within the ecosystem, $WOORI functions not as a simple transferable asset but as a **contribution-driven value cycle mechanism**. Activities such as content creation, participation, contribution, and distribution are all linked to the supply and demand of $WOORI, with contributors receiving proportional rewards in the form of tokens. This forms the foundation for a **participant-led circular economy** rather than a platform-centric model.

2. Stabilization via Demand-Based Burning and Distribution Control
$WOORI incorporates a burning mechanism that periodically removes a portion of **transaction fees, brand partnership revenue, and payment costs incurred through platform activities**. This gradual reduction in circulating supply promotes **scarcity-driven price stability**. Additionally, lock-up and liquidity restriction policies are implemented to suppress short-term speculative trading and enhance overall market stability.

3. Real-World Utility to Drive Token Demand
$WOORI is designed as an **asset with practical utility across all core functions of the Woori platform**. Users utilize tokens in the following areas:

- **Sponsorship or participation payments for content production**
- **Payment for brand collaboration based on product placement (PPL)**
- **Payment of service usage fees**
- **Payment for fandom-tier upgrades and reward redemption**

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In this way, $WOORI is directly integrated with ecosystem activities, structurally fostering demand through real-world utility.

4. Transparency via Decentralization and On-Chain Mechanisms

All key activities involving the distribution, burning, allocation, and lock-up release of $WOORI **are automated and transparently recorded on the blockchain**. Any user can verify these activities through on-chain data, **ensuring the platform's fairness and integrity**. The decentralized architecture minimizes control by any single entity and **guarantees the long-term sustainability** of the entire ecosystem.

4-2. $WOORI Token Supply and Distribution Policy

$WOORI is a **utility token** designed to support real-world use across the Woori platform and to incentivize participation within the ecosystem. The token is issued on the KONET Mainnet, and its total supply is fixed through a smart contract. Woori plans to adopt a multichain architecture in the future to enhance scalability.

- **Total Supply:** 1,000,000,000 $WOORI (1 billion tokens)
- **Standard:** KONET
- **Utility:** Used for on-platform services, sponsorship participation, reward distribution, and content ecosystem activation



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1. Token Circulation and Stabilization Structure

• Lock-Up Policy

Token allocations to the team and strategic partners are subject to **long-term lock-up periods and stepwise vesting schedules**. This prevents short-term speculative dumping and ensures the stability of ecosystem operations.

• Circulation Control Policy

Tokens for community rewards and ecosystem reserves **are distributed gradually according to predefined schedules**. The distribution volume is adjusted based on demand and activity levels, with all allocations executed automatically via smart contracts.

• Token Burn Mechanism

$WOORI token incorporates a built-in burn mechanism that **automatically removes a portion of transaction fees and brand revenue**, gradually reducing its total supply. This mechanism preserves token scarcity and plays a central role in ensuring long-term value stability.

• On-Chain Transparency

All distributions, lock-ups, releases, and burns are **transparently recorded on the blockchain** and can be accessed and verified by anyone. This enables a trust-based and transparent operation of the ecosystem.

4-3. On-Platform Utility and Real-World Integration of $WOORI

$WOORI serves as the **exclusive payment instrument within the Woori platform's content ecosystem** and acts as **the primary medium of value exchange among participants**. Beyond its basic transactional role, the token is actively utilized across content creation, platform operations, brand collaborations, and community engagement—while also being structurally integrated with the real economy.

1. Key On-Platform Use Cases

$WOORI is designed to facilitate practical and recurring usage across the following areas:

• Fees and Settlement: Users pay fees in $WOORI for services such as content listing, consumption, and collaboration within the platform.

• Community Contribution Rewards: $WOORI is distributed as rewards for ecosystem activities such as content reviews, curation, sharing, and event participation.

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• **Cost for Participating in Brand Collaborations:** Brands use $WOORI to settle payments when participating in content production collaborations or securing in-content exposure rights.
• **Tier Access and Exclusive Benefits:** $WOORI is required for upgrading fandom tiers, accessing early-release content, and using community-exclusive features.

This structure creates real demand for token usage within the platform and fosters a self-sustaining, circulation-based token economy.

2. Real-World Utility Framework

$WOORI is not limited to on-chain activities; it is structurally designed to integrate with the real economy, expanding its utility across the broader K-culture ecosystem. The following are key examples of its real-world use cases:

Category	Use Case Description
Direct Content Participation	Support or participate in creator-initiated K-culture content projects (e.g., dramas, webtoons, music albums) using $WOORI.
Content Commerce Integration	Use $WOORI to purchase physical content-related products such as OST albums, merchandise, and books.
Brand Collaboration Benefits	Grant $WOORI holders eligibility for discounts or priority purchase of physical products from partner brands.
Events and Tickets	Invite $WOORI holders to content-related events—such as fan meetings, premieres, concerts, and exhibitions—or enable ticket purchases using $WOORI.

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Community-Based Physical Rewards	Provide active community contributors with real-world rewards such as VIP packages, access to creator planning sessions, and branded merchandise.

3. Expandability of the Utility Model

Through this structure, $WOORI functions as an expandable utility model that **goes beyond being a digital platform token—extending its reach to both the content industry and the real-world economy**. The platform continuously expands the scope of $WOORI's utility to enhance users' tangible value experience and to reinforce the overall circulation of the ecosystem.

4-4. $WOORI Supply Regulation and Price Stabilization Mechanisms

$WOORI is designed not only to drive real usage within the platform, but **also to ensure long-term value stability through supply control, liquidity management, and anti-inflation mechanisms**. The platform implements the following structural tools to maintain price stability and a balanced token economy.

1. Burn Mechanism Based on Platform Activity

A predetermined percentage of $WOORI is automatically burned based on specific activities such as content transactions, brand collaborations, and platform fees. As transaction volume increases, the total supply gradually decreases, **helping maintain token scarcity and regulate market circulation.**

The burn ratio is designed to be adjustable through DAO governance or similar consensus mechanisms, providing both flexibility and transparency to the ecosystem.

2. Lock-up and Gradual Release Policy

Initial allocations to the team, marketing, and strategic partners are subject to **long-term lock-ups and phased releases**. Specifically, token distribution is structured to ensure that no more than 45% of the total supply enters circulation within the first 18 months following the Token Generation Event (TGE), **mitigating liquidity shocks caused by short-term sell-offs.**

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3. Ensuring Transparency and Predictability in Token Circulation

All $WOORI distribution records, token unlock schedules, and burn histories are **recorded on-chain via smart contracts** and are publicly accessible in real time. This provides users with a **predictable decision-making environment and a foundation of long-term trust.**

4. Demand Creation Through Real Utility

$WOORI is designed to be an essential medium for nearly all activities on the platform. Its usage in content access, community engagement, brand collaborations, and offline-integrated services **naturally generates token demand and establishes a value support structure rooted in real utility rather than artificial price maintenance.**

This structure aims to position $WOORI not as a vehicle for short-term speculation, but as a **utility asset intrinsically linked to real activities within the content industry**.

4-5. Real-World Economic Integration Strategy of $WOORI

$WOORI is structured to go beyond its utility within the digital content ecosystem, **forming an organic link to the real-world economy**. This enables token holders to access tangible consumption experiences and benefits, and serves as a strategic foundation for the platform's scalability and long-term sustainability.

1. Real-World Rewards via Brand Collaborations

• Brands involved in content can offer their products or services to $WOORI holders, creating a model in which on-chain participation leads to off-chain consumption.

• Example: Purchasing branded items featured in a drama using $WOORI or applying holder-exclusive discounts.

2. Commerce-Linked Content Platform

• **$WOORI can be used to pay for tangible products featured in content**, such as clothing, music albums, and publications.

• The commerce platform provides a bridge between content consumption and physical product purchases, extending the user experience into real-world spending.

3. Event Access and Tickets

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• **$WOORI holders are given priority access to offline events** such as fan meetings, premieres, concerts, and exhibitions.
• Additional **real-world benefits, such as VIP packages, behind-the-scenes tours, and planning session invitations**, may be offered to DAO contributors or active ecosystem participants.

4. Local Business and Tourism Integration
• $WOORI usage will be expanded through partnerships with key K-culture filming locations, exhibition spaces, and cultural facilities, **establishing regional economic collaboration models**.
• Through this approach, $WOORI extends its circulation beyond the content ecosystem into the broader, **real-world K-culture economy**.

4-6. Summary and Conclusion: The Role and Scalability of $WOORI

$WOORI is designed not merely as a means of payment, but as a utility token that organically connects **the entire lifecycle of K-culture—from content creation and consumption to collaboration and experiential engagement**.

The token is actively utilized across ecosystem activities, while its distribution, burning, and reward mechanisms are transparently managed on-chain. By integrating with real-world commerce, brand partnerships, and cultural events, **$WOORI enhances both its practical utility and user-perceived value**, reinforcing the self-sustaining circulation of the ecosystem.

As a result, $WOORI serves as a **core asset driving both the technological and cultural expansion of the K-culture content industry**. It operates not just within a single platform, but as the **foundational distribution infrastructure for scaling into the global cultural economy**.

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5. 5-Year Roadmap for Woori

Year	Key Milestones	Technology Development	Fandom Ecosystem	PPL Strategy	Cultural/ Global collaboration
2025-2026	Foundation building & Beta launch	Development of blockchain infrastructure, platform UI/UX design, implementaton of security protocols	Launch of utility token-based sponsorship; formation of initial fandom community	Initial experimentation with brand integration and content collaboration	Establishment of collaboration systems with domestic and international institutions
2026-2027	Ecosystem Expansion & Globalization	Enhancement of transaction processing, development of AI recommendation systems, advanced targeting capabilities	Expansion of diverse content projects and global participation framework	Scaling of PPL-integrated content planning and securing brand collaboration channels	Strategic alliances with global content platforms and streaming services
2027-2028	Content diversification & Advanced brand collaboration	Advancement of proprietary blockchain and development of metaverse integration features	Operation of fan-driven reward programs and reinforcement of community engagement	Establishment of data-driven PPL performance analysis and optimization strategies	Participation in international cultural programs and production of multicultural content
2028-2029	Strengthening global leadership & Commerce expansion	Open-sourcing of the platform and integration of AI/AR content systems	Operation of both offline and metaverse-based global fandom participation systems	Deployment of brand-customized advertising structures and ROI measurement models	Expansion of offline presence through global campaigns and international exhibitions
2029-2030	Global Standardization & Operational Governance	Integration of global platforms and development of automated content management technologies	Activation of self-governing fan communities and establishment of continuous participation mechanisms	Operation of unified global brand strategies and advanced partnership frameworks	Development of a sustainable global community network and cultural-economic linkage

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6. Disclaimer

1. Scope of Application

This disclaimer applies to the $WOORI token, the Woori platform, and all related digital assets and ecosystem services. Any user who views this white paper or utilizes the platform is deemed to have read, understood, and agreed to the contents of this disclaimer.

2. General Informational Purpose

This document is provided solely for informational purposes and shall not be construed as an offer or solicitation to sell shares, securities, or financial products in any jurisdiction. The $WOORI token described herein is not considered a security or an investment product in any country.

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4. No Approval by Financial Authorities

This white paper has not been reviewed or approved by any financial supervisory authority, regulatory agency, or government entity in any jurisdiction. It has not been registered, certified, or endorsed by any such authority.

5. User Eligibility

The platform and the $WOORI token are offered exclusively to individuals who are at least 18 years old and whose use of digital assets is legal under the laws of their country or jurisdiction. Users are solely responsible for determining their legal status and compliance with local laws.

6. Limitation of Legal Liability

This white paper does not constitute investment advice, financial guidance, legal counsel, or any other form of professional advice. Decisions made solely based on the contents of this white paper carry inherent risk. Users are strongly advised to consult independent legal, tax, or financial advisors prior to making any decisions related to the project.

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The Woori platform assumes no legal or financial responsibility arising from reliance on this white paper.

7. Project Risks

The $WOORI token and Woori platform may be exposed to various risks, including but not limited to technological defects, market volatility, cybersecurity threats, regulatory changes, and operational challenges. No guarantees are made regarding the performance or security of the platform. Users fully accept such risks and bear all associated responsibilities.

8. Token Nature and External Trading

$WOORI is a utility token for services within the Woori platform and does not represent legal tender, equity, securities, or any other financial instruments. While $WOORI may be traded on external exchanges, such trading is beyond the control of the project. The platform assumes no responsibility for any losses or value fluctuations arising from external transactions.

9. Legal Compliance Responsibility

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