

# BTSc

BLOCKCHAIN PLATFORM FOR  
ENTERTAINMENT METAVERSE + NFT

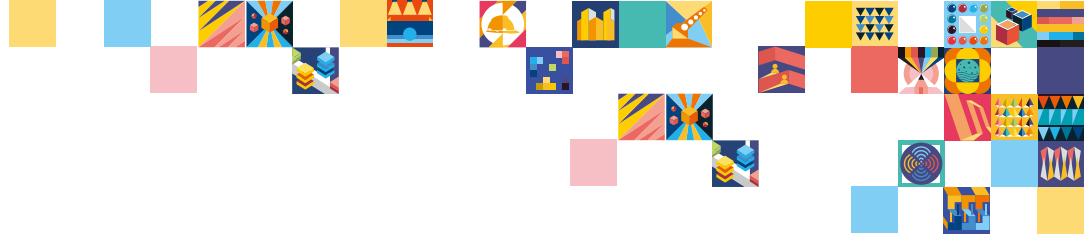


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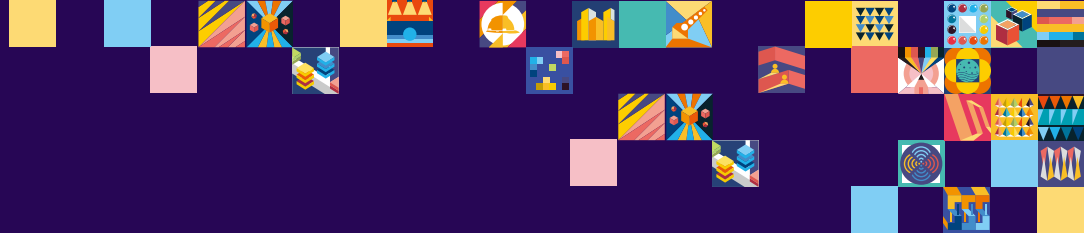
Professional Entertainment Blockchain Platform  
Media Content Metaverse Platform  
Content NFT's Distribution Optimization Platform

## Introduction

The beginning of the BTSc Platform was the ecosystem platform for the culture and arts industry for the overall art industry, including music, movies, and dramas. Since then, continuous platform research and development has been carried out, and the entertainment ecosystem has finally been implemented on Metaverse, and the BTSc Metaverse World has been opened under the name JFLEX WORLD. BTSc has established an entertainment ecosystem based on content inside Metaverse and has presented expanded services that can be implemented through Metaverse from concerts to personal broadcasts. In addition, we plan to create a dedicated market where various contents generated within the platform can be traded in the form of NFT. BTSc's new challenge is consistent with the global trend of diversity and personalization of entertainment services, and will be implemented using blockchain on a technical basis so that anyone can use it transparently, soundly and easily.

In summary, BTSc is an entertainment-specialized Metaverse platform that is user-led on the Blockchain basis. We want to get out of the simple business of Cryptocurrency and systematize the entire culture and arts industry on the basis of this blockchain and build its ecosystem. And we will distribute the value of content through the NFT market to implement these platforms sustainably. NFT distribution is the surest way to safely protect copyrights. Also, Metaverse and NFT are not separate businesses. It means building an NFT service that can be implemented on Metaverse. BTSc Metaverse will become a completely independent entertainment platform by integrating NFT.





Through BTSc, people can create and distribute entertainment content themselves within a trusted online and offline environment, or enjoy various contents as customers, share rewards, and participate in creating a Metaverse space together.

Finally, BTSc wants to share its creative experiences as a member of the ecosystem to everyone around the world and enjoys together entertainment and Metaverse World using transparently managed reliable blockchain data.

# PLATFORM FOR ENTERTAINMENT METAVERSE & NFT



# Industries to focus on in the post-COVID-19 era, Metaverse

Metaverse's concept was first presented in Neil Stephenson's novel Snow Crash, published in 1992. This novel was about a small number of 'talented people' who build a virtual world. In other words, Metaverse is a platform that enables all daily activities, including work, play, shopping, and conversation, in a 3D virtual space. Currently, as science and technology develop day by day, AR and VR have been introduced, and accordingly, the virtual world has become incomparably sophisticated.

In the United States, Roblox, one of the game companies, is leading the Metaverse market. Within the Roblox game platform with a central concept of the virtual world, users can create Lego-shaped personal avatars and chat or call using them. Also, users can create their own games through simple coding. As of the end of last year, the platform had 32.6 million active users per day, with about 50 million games created within Roblox. These numbers show that this service is enjoying great popularity. The outlook for the industry is very positive because core users are Generation Z of the United States (born in the mid-1990s to early 2000s). Last year, Roblox earned a market capitalization of \$45.2 billion (about 51.32 trillion won) as soon as it was listed on the NYSE. Roblox's success can be analyzed as a result of reflecting global expectations for the Metaverse industry. The representative Metaverse service in Korea is "ZEPETO," a casual service operated by Naver Z, a subsidiary of Naver. ZEPETO allows you to create your own avatar based on AI facial recognition technology. Because avatars are made based on actual user photos, they are similar to the user's face and can be enjoyed more friendly and fun. Through this avatar, users can travel around the ZEPETO world and experience various activities including "taking pictures," "taking videos," and "playing games." Currently, more than 200 million people have joined ZEPETO worldwide. 46 million people participated in the BLACKPINK avatar fan signing held in September, and at the Gucci Villa garden, which was created in collaboration with global luxury fashion brand Gucci, countless people wore Gucci and boasted their own fashion sense. MZ Generation, which refers to the current younger generation. Above worlds are the virtualized playground for them. Strategy Analytics, a global market research agency, predicts that the global Metaverse market will expand to about 315 trillion won by 2025. In other words, it means that it will be more than six times larger than the present. Also, a new generation of MZ Generation will take the initiative in this trend.



# Industries to focus on in the post-COVID-19 era, Metaverse

However, Metaverse is still a strange concept for many people. This is because core users of services such as ZEPETO and Roblox, which currently represent Metaverse, are still limited to some generations, including teenagers and early 20s, and have not secured customers of all ages. In addition, through these services, images such as "Metaverse=3D Avatar in Virtual Space" have been fixed, and some argue that the difference between existing 3D games and Metaverse is unclear. In the report "Metaverse Platform Status and Prospects" published by Software Policy Research Institute (SPRI), Metaverse is introduced as a term that first appeared in Neil Stevenson's novel "Snow Crash" published in 1992. The American Future Studies Association (ASF) classified the scope of Metaverse in more detail in 2006, which began with the meaning of "a 3D virtual world acting as an avatar." (△Augmented Reality (AR) △ Life logging △ Mirror World △ Virtual World)

AR is a technology that combines digital information with reality. AR includes a smartphone photo app that puts virtual sunglasses or hats on the user's face, or an app that allows 3D furniture to be placed in an empty space. Life logging refers to the act of recording and sharing daily experiences and information in text, images, and videos within a digital space. SNS such as Facebook and Instagram also is life logging. The mirror world is a concept that emphasizes information, especially while realistically showing the reality. A case in point is the Google Earth service, which periodically provides changing images throughout the Earth. The virtual world is a space where users can participate in social activities through avatars within a new or similar world to the digitally created reality. This is the Metaverse service, including ZEPETO or Roblox, which is currently attracting attention. In summary, it means that many digital services we have experienced earlier are already academically included in Metaverse. Also, from this point of view, it is very natural to predict that the Metaverse market will exceed hundreds of trillion won.

## **The expanded world where industry, society, and culture converge around "I".**

And most importantly, there is a 'big meaning' change between Metaverse before 2020 and Metaverse after that. In particular, with the prolonged COVID-19 pandemic, contactless communication methods are expanding, and with the development of the platform economy, convergence between other services is active, laying the foundation for the birth of New Metaverse. In the above-mentioned report, senior researcher of SPRI, Han Sang-yeol defined it as this, "Real and virtual have begun to influence each other through interaction, and in this context, Metaverse can be judged as a world that can create new industrial, social, and cultural values."

As such, the current Metaverse is creating new social phenomena by combining new cultures created throughout society, economy, and culture. Metaverse users actively utilize digital space to secure their own identity (sub-characters) different from reality, while forming a society where sub-characters communicate with each other to recognize and accept another expanded world different from reality. The reason why this is possible is that the leadership in the virtual world in Metaverse is given to individual users, not service companies. ZEPETO and Roblox are also being serviced in a completely different way from past role-playing games, where developers cleared missions within limited functions. Users can participate in content development themselves and they consume it under their own rules. Furthermore, as we can create economic values linked to reality within this virtual world, we are immersed in another "me" in the digital world, which is the essence of today's newly changed Metaverse.

# Metaverse Market Expansion

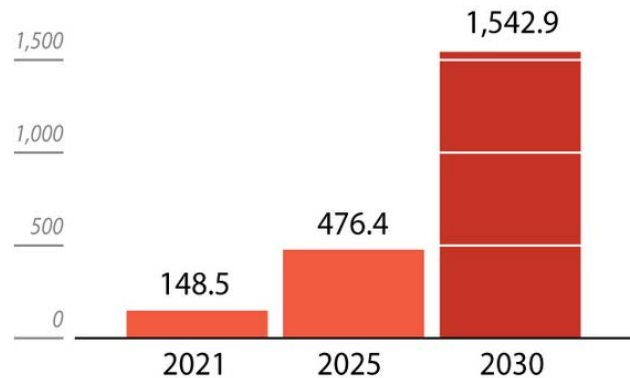
In the global investment market, "Metaverse" is emerging as a new trend. Metaverse is a compound word of Meta, which means processing and abstraction, and Universe, which means the real world. Recently, this has been selected as one of the key keywords in the 3D network era, and Metaverse-related companies are receiving enthusiastic attention from investors in the global stock market.

A representative service company is Roblox, an American online game company. The company debuted at NYSE on March 10 based on the U.S. EST, and the closing price on the first day of listing was \$69.50, up 54.4% from the reference prices of \$45. At one time, stock prices surged to \$74.83. At the same time as Roblox was listed, it became a company with a market capitalization of \$45.2 billion (about 51.32 trillion won), it is higher than Hyundai Motor (49 trillion won) listed on KOSPI at the time.

Strategy Analytics (SA) predicts that the global Metaverse market will grow to \$280 billion (about 326 trillion won) by 2025. Statista, another research agency, also predicted the market size of Metaverse at \$296.9 billion (about 340 trillion won) in 2024, surpassing AI's market size forecast (about 200 trillion won), which is considered a key technology for the 4th Industrial Revolution.

## Metaverse market size

Unit: \$ billion (estimated)



Source: PwC

## Metaverse Market Map

Experience	Discovery	Creator Economy	Spatial Computing	Decentralize	Human Interface	Infrastructure
<p><b>FORTNITE</b></p> <p>TOGETHER LABS</p> <p>ACTIVISION</p> <p>BLIZZARD</p> <p>FABLE</p> <p>EMBRACER GROUP</p> <p>MINICRAFT</p> <p>UBISOFT</p> <p>EA</p> <p>Tencent 腾讯</p> <p>ZEPETO</p> <p>Nintendo</p> <p>XBOX</p> <p>GAME STUDIOS</p> <p>UPLEARN</p> <p>STUDIOS</p> <p>AXEVR</p> <p>NERXON</p> <p>MOVEMENT</p> <p>Beat Games</p> <p>Gather</p> <p>2K</p> <p>VALVE</p> <p>WARGAMING.NET</p> <p>Illith</p> <p>Supernatural</p> <p>twitter</p> <p>NETFLIX</p> <p>nuHoYo</p> <p>AllspaceVR</p> <p>Spatial</p> <p>YouTube</p> <p>facebook</p> <p>THETA.TV</p> <p>Clubhouse</p> <p>twitch</p> <p>SNAPCHAT</p> <p>DISCORD</p> <p>zoom</p>	<p>facebook</p> <p>unity Ads</p> <p>Google</p> <p>luna</p> <p>STEAM</p> <p>Google Play</p> <p>EPIC</p> <p>STADIA</p> <p>itch.io</p> <p>APPROVIN</p> <p>ironSource</p> <p>N3TWORK</p> <p>Vungle</p>	<p>unity</p> <p>EPIC</p> <p>BEAMABLE</p> <p>ROBLOX</p> <p>horizon</p> <p>IMPROBABLE</p> <p>OVERWOLF</p> <p>Adobe</p> <p>Microsoft</p> <p>SANDBOX</p> <p>mod.io</p> <p>MANTICORE</p> <p>skillz</p> <p>async</p> <p>genvid</p> <p>SOMNJIUM</p> <p>Decentraland</p> <p>Modd's</p> <p>Polystream</p> <p>BUILDBOX</p> <p>CrossMaker</p> <p>Studio 2</p> <p>SUPERWORLD</p> <p>shopify</p> <p>gravity</p> <p>Sketch</p> <p>SUBSPACE</p>	<p>unity</p> <p>UNREAL</p> <p>OMNIVERSE</p> <p>Descartes Labs</p> <p>Matterport</p> <p>Google AI</p> <p>OpenAI</p> <p>NIANTIC</p> <p>Planet-Scale AR</p> <p>CESIUM</p> <p>OCCIDITAI</p> <p>EF EVE</p> <p>presenz</p> <p>mozilla</p>	<p>Microsoft</p> <p>OpenXR</p> <p>Ava Labs</p> <p>WEBASSEMBLY</p> <p>IMMUTABLE</p> <p>IBM</p> <p>FORTE</p> <p>ethereum</p> <p>polygon</p> <p>wax</p> <p>Dapper</p> <p>enjin</p> <p>ubuntup</p> <p>Algorand</p> <p>THETA</p> <p>rally</p> <p>Polkadot</p> <p>ARAGON</p> <p>ION</p> <p>CARDANO</p> <p>OpenSea</p> <p>evernym</p> <p>WOLFLD</p> <p>makersplace</p> <p>SuperRare</p> <p>Crucible</p> <p>RP1</p>	<p>oculus</p> <p>Apple</p> <p>XBOX</p> <p>PlayStation</p> <p>SWITCH</p> <p>SAMSUNG</p> <p>Microsoft</p> <p>HoloLens</p> <p>HUAWEI</p> <p>VIVE</p> <p>NEURALINK</p> <p>LIGHTFORM</p> <p>VUZIX</p> <p>nreal</p> <p>SNAPCHAT</p> <p>VRZEE</p> <p>VAJRO</p> <p>magic leap</p> <p>AVEGANT</p> <p>amazon alexa</p>	<p>aws</p> <p>Azure</p> <p>google cloud</p> <p>INFINITY</p> <p>AMD</p> <p>SAMSUNG</p> <p>Qualcomm</p> <p>qorvo</p> <p>ATOMICGA</p> <p>intel</p> <p>BOSCH</p> <p>SKYWORKS</p> <p>THE OUSTER</p> <p>OmniVision</p> <p>SONY</p> <p>ProLogium</p> <p>Panasonic</p> <p>IBM</p> <p>verizon</p> <p>T Mobile</p> <p>AT&amp;T</p> <p>fastly</p> <p>Akamai</p> <p>cloudflare</p> <p>aqora</p> <p>bandwidth</p> <p>DIGITAL REALTY</p>

V3.0 - July 2021 - Building the Metaverse  
Jon Rodoff

# The liquidity of valuable assets is from the NFT

The NFT market, which has a total trading volume of \$2.4 billion, has been growing at a much faster pace than expected since the second quarter of 2021.

While Bitcoin's prices have fallen by mid-2021, the NFT market has not shrunk, contrary to general expectations. The NFT recorded \$69 million within the Beppele service and dominated the 1st quarter of 2021. In April, a month later, Bitcoin's price reached about \$63,500. Since then, Bitcoin's dollar-based price has fallen by more than half. Nevertheless, NFT sales recorded by Dapp Industry Report remained on par with the 1st quarter of 2021, and exceeded this in the 2nd quarter.

Dapp Radar, which tracks blockchain sales, said NFT earned \$2.4 billion in the second quarter of 2021, slightly exceeding \$2.3 billion in the first quarter. This number does not reflect off-chain sales generated through the auction house, such as sales within Beppele. According to the same report, sales surged 111.46% compared to the first quarter, and the number of active wallets increased 151.89% from the same period.

Meanwhile, the current value of OpenSea, an NFT market platform formed by Andreessen Horowitz, a venture capital company located in Silicon Valley, after funding \$100 million to raise another fund for the company, is estimated at \$1.5 billion. OpenSea's sales were 160 million dollars in June.

Why does NFT remain popular? It's not because of only art. NFT is becoming a rapidly growing utility as a "key" for privatization of experiences and exclusive access to gameplay. Experts have long predicted that the ultimate value of NFT will expand through these services. Currently, Bored Ape Yacht Club uses NFT as a member card of a digital "Yacht Club" consisting of access to Discord servers, Telegram chat groups, and digital graffiti panels called "THE BATH ROOM". Bored Ape's sales have been \$70 million since its launch in May.



Data : Non-Fungible.com, NFT Market Analysis Platform



# The liquidity of valuable assets is from the NFT

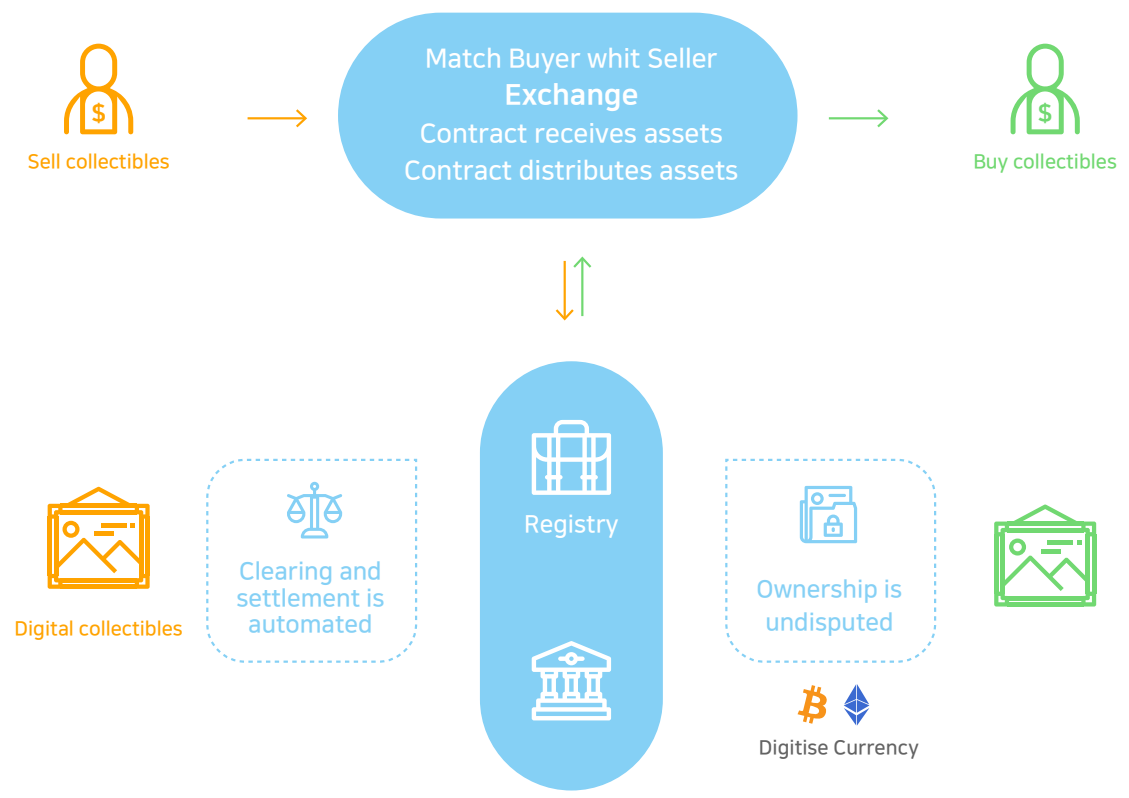
NFT is also very useful for gameplay. Axie Infinity, for example, uses NFT technology to collect and trade "axies" like Pokemon sold by players. The fee earned until last week alone is \$30 million.

Of course, this does not mean that traditional collection trading is not going well. Crypto punk, a unique collection of 10,000 "punks" represented by pixelated faces, is still powerful. Two Punks, 5002 (2017) and 5690 (2017) were sold last week for \$385,000 and \$354,000, respectively. Some of the rarest punks were sold for millions of dollars in May and are traded at about \$7.5 million within OpenSea. However, NFT sales are better off-chain. Cryptopunk 7523 (2017) was sold at Sotheby's in June for \$11.8 million. This shows that it may be better to sell art NFT in the NFT market than in auction houses and galleries. Currently, the art industry hopes this will happen.

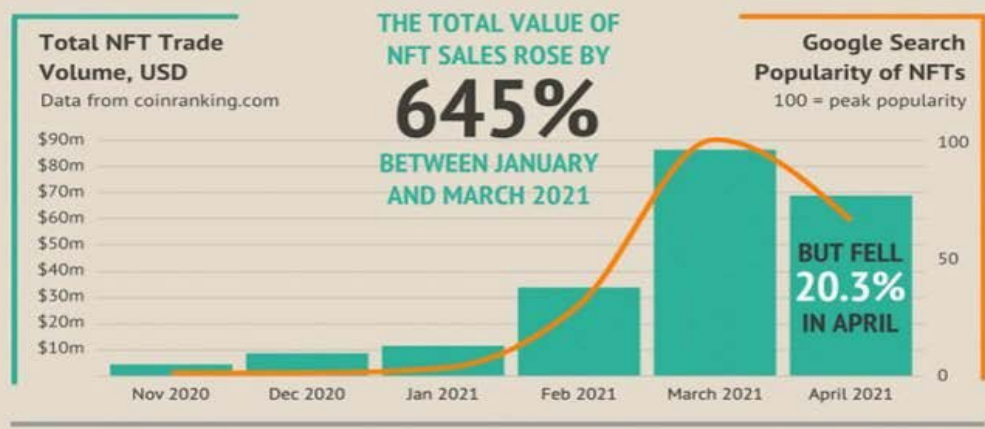


# NFT Market Structure and Scale

## How Smart Contracts Works



## THE RISE (AND FALL?) OF NON-FUNGIBLE TOKENS



### HIGH-VALUE NFT SALES IN 2021 HAVE INCLUDED:

- \$69,346,250**  
Record-breaking figure paid for 'The First 5,000 Days', a digital artwork by Beeple.
- \$7,500,000**  
Value in cryptocurrency paid for a pipe-smoking alien avatar created by CryptoPunks.
- \$2,915,835**  
Paid for the first Tweet sent by Twitter CEO Jack Dorsey through an auction.
- \$1,500,000**  
Price of nine 'plots of land' sold in a bundle within the blockchain game Axie Infinity.

## BTSc Operation Purpose

Content and culture and arts should play an important role in increasing the value of each individual's life, healing social conflicts, and creating a creative future where anyone can enjoy a happy and enjoyable life. Nevertheless, the culture and arts industry has failed to respond to individual or social expectations and is operating unfairly and opaquely in a centralized manner. In addition, the current culture and arts industry is not actively accepting technological innovation and changes in the fields of economy, society, and life caused by the Fourth Industrial Revolution. In particular, one of the chronic problems in the modern culture and arts industry is the universalization of black markets.

Black markets, where cultural and artistic works are not traded through normal distribution networks, are very cheap or free of charge, have been the biggest factor hindering the development of culture and arts for a long time. Black markets are so widespread that anyone can easily access them in their daily lives that ordinary users have become accustomed to free services, and the culture and arts industry is gradually collapsing. In Black Market, cultural and artistic works, including music, movies, dramas, and webtoons, are distributed in large quantities through illegal copying sites, centering on users who are accustomed to the free service.

Another problem is that the polarization of wealth among artists or content-related companies in the culture and arts industry is intensifying due to the opaque distribution network and unfair commercial structure of cultural and artistic works. Due to this polarization phenomenon, artists and content companies who want to engage in pure creative activities inevitably leave the culture and arts industry. BTSc does not think that no matter how outwardly the culture and arts industry develops and evolves, it is an environment where good works come out. We aim to form a healthy and good culture and arts entertainment ecosystem where artists can receive a fair price and share their works with more users.

In order to practice and realize these thoughts, BTSc starts Metaverse JFLEX and NFT market services.

To guarantee the basic rights of content creators and artists, BTSc will fundamentally block illegal copying by introducing blockchain-based technology and transparently manage the distribution network of artworks to protect copyrights and guarantee artists' legitimate rights.

We want to create a balanced culture and arts ecosystem where content creators, distributors, and customers can all coexist by simply and transparently reorganizing the complex distribution situation of the content culture and arts market to eliminate unfair transactions and improve the polarization of wealth.

BTSc's efforts will help revitalize the culture and arts industry by removing unfair practices and strengthening and protecting content creators and artist rights by breaking away from production and growth-oriented practices in the existing culture and arts industry. This will serve as the foundation for more diverse cultural and artistic contents to be created, and will make both customers and producers a leader in culture.



## BTSc Operating policy

The best objective of BTSc is to realize Metaverse World, a virtual space where content creators and people who want to enjoy it with others gather, so that everyone can enjoy a variety of cultural experience together.

The purpose of BTSc is to create a content culture and arts ecosystem where all human can share various content cultures, experience cultural benefits, and share the mental and physical satisfaction by providing a new opportunity for young people who want to produce content or become artists and various opportunities for existing creators.

- A service for everyone who produces and distributes media content.
- Exclusive concert hall for live concert in virtual space.
- Anyone can meet and talk and provide fun elements.
- Providing exhibition, transaction, and storage services for users' NFT assets.
- Placement of various personal spaces in the Metaverse.

BTSc Platform allows your dreams to come true even in virtual spaces.



# BTSc Platform

## BTSc PLATFORM Characteristics

BTSc PLATFORM was created for all artists engaged in or preparing for activities in the cultural industry. BTSc Platform would like to propose a business model that can grow together by providing all artists with various creative activities and opportunities to distribute profits. We will also provide services to general consumers who consume culture so that they can access, understand, and enjoy the field of culture and arts more easily.

BTSc Platform is a cultural and artistic ecological portal where these artists and consumers mingle together. Profitably, it is designed to generate profits to the creator of the work whenever consumers purchase content or own, share, or appreciate digital content. Of course, consumers who enjoy content can also have a position to invest in their favorite artists or to distribute them. In the case of music and concerts, we plan to create a space where many people can participate directly with a simpler structure than works of art.

As a general example, it is very difficult for ordinary consumers to access owning or investing in content from famous creators. So far, only producers and distributors who have secured dominant authority have been able to hold this position. The opaque allocation process of a distribution company charged excessive fees to buyers, especially blocking the investment channels of ordinary consumers in the process. For this reason, BTSc Platform was created. Within the BTSc Platform, content creators, artists, investors, and consumers can share their works with each other in a transparent environment, and rewards between artists and consumers can be fairly divided by applying a blockchain-based system.

We will show you the true cultural 4th Industrial Revolution. Within the BTSc Platform, many consumers can jointly own works and control them systematically. It will also provide a legal and systematic property to protect it, and provide an environment where consumers who have invested through digital galleries created on Metaverse can enjoy or use content at any time.

Once this environment is established, anyone can have the opportunity to become the creator and owner of content through BTSc Platform, and a concept of a combination of sharing and ownership will be formed. To have this influence, BTSc Platform has secured a group of experts in the culture and arts industry and continues to expand its infrastructure by partnering with various related organizations and artists, including associations, producers, and distributors of the culture and arts industry. BTSc Platform will build a comprehensive trading structure for products related to culture and arts, and will provide fair opportunities for ordinary consumers to purchase and share products.

To realize this, we would like to create a safer and more reliable E-Trading System based on the world's first blockchain and NFT systems. The core technology of the E-Trading System within the BTSc Platform allows multiple people to share and own cultural and artistic products such as stocks, and can be distributed and operated reliably and safely on a blockchain basis.

For example, if the music of singer Cho Yong-pil's "empty" was initially created by 1,000 people investing KRW 100,000 each, the copyright of the music will be owned by 1,000 people. Since then, if the value increases with

## BTSc Platform

profits generated while selling music, the asset value of 1,000 copyrighted investors will also increase in proportion to this. All transaction and revenue distribution systems related to this were designed based on blockchain and smart contract technology in consideration of stability and security.

This method will also be applied to dramas and movies. With a system differentiated from existing crowdfunding, deeper ties can be formed between producers and investors for the work, and profits can be maximized through strategic marketing and various promotional strategies based on this. These various cultural and artistic works have a life cycle of products, various sales methods, and profit share, but our BTSc Platform has a separate profit model for each product, so it can be operated as an investment. This business model is called BTSc Metaverse NFT.



# BTSc Platform

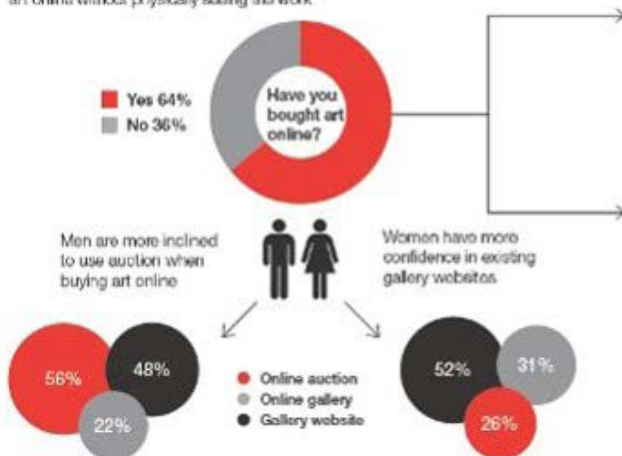
## BTSc METAVERSE NFT PLATFORM's Benefits

- Provide young people who want to become artists with opportunities to fulfill their dreams.
- Providing concerts, music sources, and video writers with opportunities for various creative activities and a space.
- Direct support for creative materials, equipment, and exhibitions to artists such as movies, dramas, and music.
- Through funding, it generates profits by operating a video and music appreciation and transaction platform, and contributes to revitalizing culture and arts by supporting more creative activities with these proceeds.
- Create an environment where various cultural and artistic contents can be naturally harmonized with culture and arts by providing general users.
- Whenever a user buys a work of culture and art or owns and appreciates a digital work of culture and art, the artist of the work is rewarded. This is controlled by a distributed system objectified by the NFT method, and proceeds and royalties are automatically settled through a smart contract.
- Introduces fair evaluation of works so that artists can be recognized for their legitimate value and earn appropriate income, and minimizes distribution networks between artists and users in an NFT manner to maximize profits from creative activities.

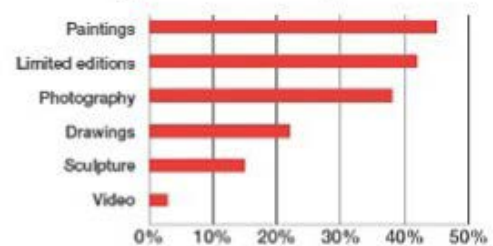
### The online art buyer

#### Threshold resistance

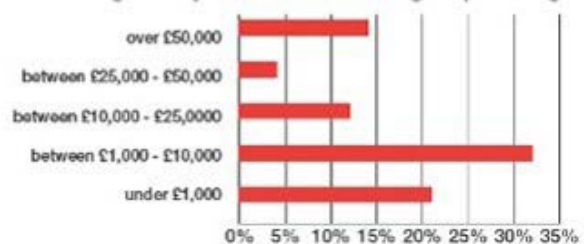
is coming down, the percentage of people having bought art online without physically seeing the work



### Buyers have strong preference for unique works



### Increasing art buyer confidence for higher price segments



# BTSc Platform

## NFT Trading System

BTSc PLATFORM is built by a systematic and professional development team like the securities system. This system is built on the basis of BTSc's unique technical advantages and protects intellectual property rights through patent applications.

This NFT system provides a trading platform and crowdfunding platform that directly connects the value of the work with investors interested in artists and works of art. It is designed to provide an environment for artists who are subscribed to this platform to devote themselves to creation and to experience a system that allows them to receive legitimate rewards for their creations.

We propose an environment where investors in artworks can experience the joy of sharing return on investment and value by providing a safe trading system and investment systems. By providing investment opportunities for these works of art to ordinary users who can only make small investments, it provides opportunities to access them and cultural consumption opportunities to own works of art and creations at low cost and participate in various exhibitions.

If you register your artwork on the platform for this transaction, it will be automatically minted in the NFT Token method and registered in the final auction system through a separate internal team's creative review process. After registering and reviewing works in a registration service called Contents Investor Relations (CIR), they are released to general users, and investors systematize themselves to invest autonomously based on transparent and fair investment information on creations registered in CIR.

Like Crypto Current transactions, works registered in this way can be purchased through BTSc NFT Market or sold through auction. The value of these works is calculated in real time in response to various market conditions, including consumer interest, utilization, and frequency of use, and copyright can be purchased and sold through BTSc NFT Market.





# BTSc Platform

BTSc Platform operates based on NFT Contract blockchain technology that goes beyond the existing centralization method to ensure stable, transparent and efficient operation. BTSc NFT Trading System uses blockchain-based smart contracts as a medium for more easily connecting artists and investors and proving mutual contractual relationships. Based on blockchain and smart contract technology, it is designed to control copyright and ownership of creations, make purchases or sales transparent, and safely protect against unfair external factors such as system hacking and distribution of false information.

## FOR CREATOR

From the perspective of creators who create content or produce music, BTSc Platform is a very friendly distribution service. Any creator can easily register and update works and promote them through their community and SNS. The most important part is that creators can transparently check the distribution process of their works, and the resulting profits can also be allocated fairly. This process is built on a blockchain basis so that it cannot be forged by someone's manipulation, so external reliability is very high. Coins received by creators can be used for other works or consumed to purchase products needed for creation.

## FOR DISTRIBUTOR

From the perspective of distributors, BTSc Platform can receive effective supply and demand forecast information and provides a structure that allows suppliers and consumers to receive fees through BTSc Token. Information on accurate usage and propensity for consumers is an indicator of preparation and demand for the cultural industry next year. Because all of these distribution and consumption information consists of big data, it can expand over time to a very powerful information-based distribution service. Based on powerful AI, BTSc Platform enables accurate customer analysis, supply, distribution, and consumption propensity analysis, and can also data customers' responses to new cultural industries, which can help improve the distribution business without a separate measure. This platform information can be a very powerful tool when making business plans for the next year.

## FOR CONSUMER

The cultural industry is the market with the highest human interest. However, many consumers were able to experience the cultural industry only through very limited information and distribution channels. BTSc Platform supports an easy and convenient access structure for consumers to enjoy various cultural industries. It is not just the use of virtual currency, but as a member of the BTSc ecosystem within the platform, it participates in the process with creators and distributors to help them become both end consumers and creators. Within the BTSc Platform ecosystem, this transparency of information suggests more reliable work prices and distribution processes. Consumers can participate in various ecosystem processes within the BTSc platform and enjoy a very useful environment to enjoy or share works or music because they can only work with BTSc, a virtual currency used internally.

## BTSc Platform

### VR , AR & Smart contract

BTSc Platform uses AR and VR technology, one of the core technologies of the 4th Industrial Revolution, to provide a virtual space gallery service that allows users to view or share content registered with BTSc Platform. This virtual space gallery allows you to watch videos or listen to music anytime, anywhere, so you can expand the area of the exhibition space.

Unlike offline exhibition spaces, virtual space galleries can provide additional explanations using sound sources and text, and in the case of the latest works, they can record and provide the artist's words. In particular, for new works, in-house promotional services can be used within virtual space galleries without separate promotional marketing, so you can promote new works very efficiently.



## BTSc Platform

The virtual space gallery is a groundbreaking cultural and artistic space that allows you to focus only on works of art beyond the limits of place, culture, and ethnicity beyond the limits of physical exhibition space.

In this virtual space gallery, it is very easy to invest in works. If you want to own or invest in new creative content, you can purchase it directly in a virtual space by pressing the Consent button. The goods used at this time are BTSc Token, and whenever purchases or sales are made, use and purchase contracts are automatically signed through Smart Contract. This concept of co-ownership can be participated through HTS provided by BTSc Platform, and we want to create a new concept of a cultural sharing economy with the first value-specific system.

Using this platform will eliminate the need for a distribution network of existing content, and there is no need to pay for many sales fees, usage fees, and marketing expenses incurred through broadcasters and publishers.

The crowdfunding concept's value investment can be participated in small amounts regardless of the size of the investment, and by directly connecting creators and investors, it minimizes margins generated during the distribution process to provide reasonable economic logic that all participants can satisfy.

In other words, ordinary users can fund their favorite artists' music, videos, literary works, drama production, and film production anywhere in the world through BTSc Token. It is designed so that artists and users can form a consensus together and participate in the work directly or indirectly.

Thus, a virtuous cycle of the culture and arts industry will be formed to secure more fans because artists make profits as much as they work hard and promote their works more.

In addition, HTS (E-Trading System) provides all registered music, videos, movies, and webtoons to general users faster, cheaper, and higher quality through Multimedia Streaming System (MSS).

In this process, ordinary users can pay a small fee for viewing, listening, or utilizing their creations with BTSc Token. BTSc Token paid by User is reasonably and transparently settled through HTS and paid to artists in real time. The fee paid to the artist can be used freely to use various contents provided within BTSc PLATFORM, and can also be used as seed money for artistic creative activities by exchanging them with BTSc Token.

BTSc PLATFORM will be the starting point of a new paradigm encompassing the entire culture and arts industry, and will provide more cultural experiences as a shortcut to the culture and arts industry, which has been difficult for ordinary users to access.

# BTSc MetaVerse Platform

## BTSc METAVERSE NFT Culture Community



BTS Culture Community provides users with opportunities to experience various cultures and arts through various contents related to music, videos, webtoons, and movies. Various contents are available in BTSc Culture Community using BTSc Token as a payment method. All contents can be purchased through BTSc Token and exchanged as gifts through "Gift".

BTSc Token presents transaction standards at BTSc Culture Community so that both artists and users do not have any inconvenience in purchasing and artistic contents at BTSc Culture Community. Purchases, gifts, and sales using BTSc Token can all be exchanged for cash through the exchange, and only minimal fees are incurred. Also, this fee is used to maintain the ecosystem.

At the event zone in the BTS Culture Community, you can use BTSc Token as a payment method to participate in all performances and concerts, festivals, events (fan meetings, signings, and showcase) hosted by partners around the world.

In addition, Gift Event Zone allowed users to send their favorite gifts or cashable items as gifts.

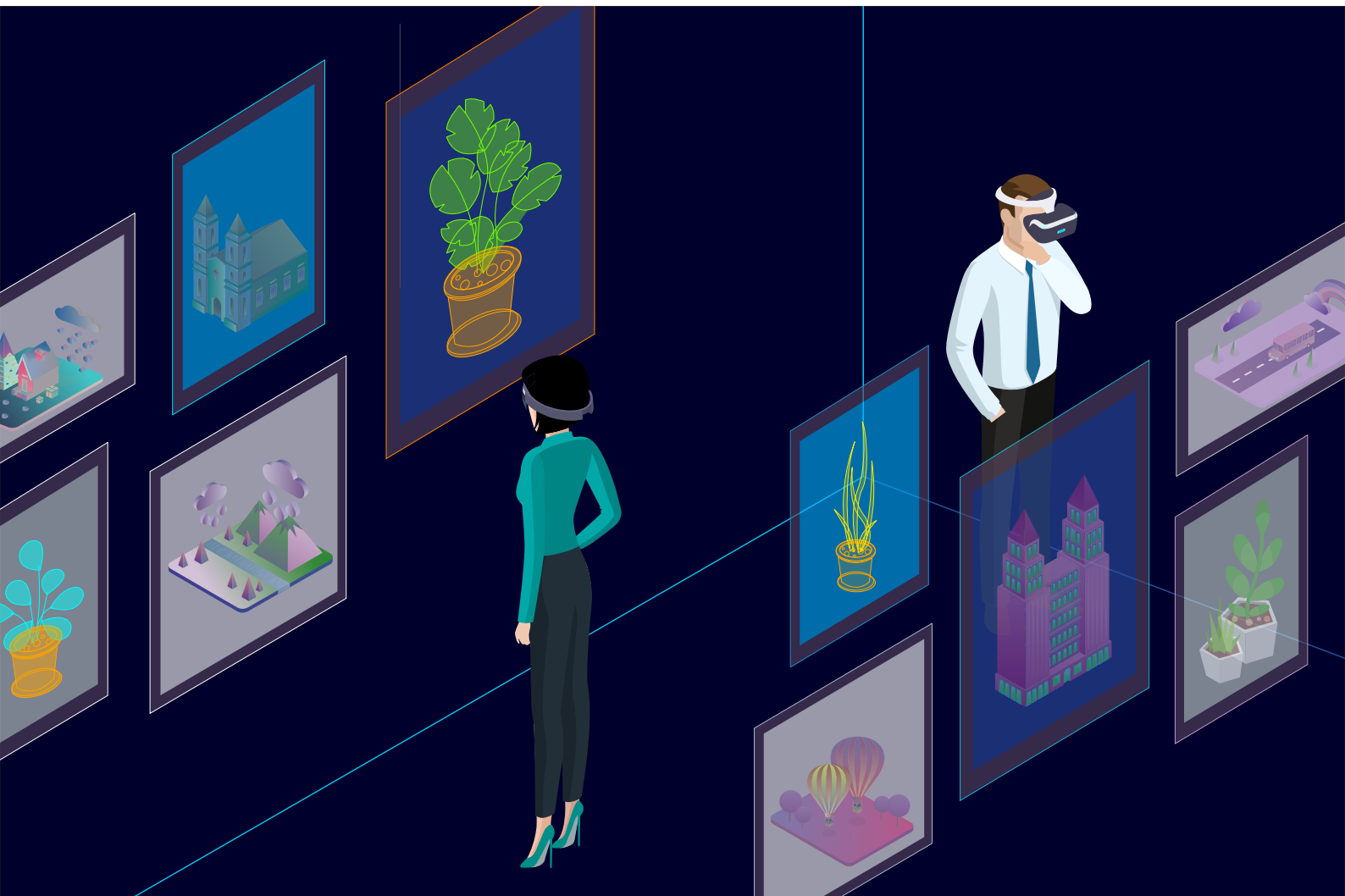
## BTSc MetaVerse Platform

In addition, BTSc Culture Community provides opportunities for general users and fans to keep the cherished items of famous stars, which can further strengthen the bond between stars and fans.

In addition, we will faithfully serve as a medium to bring stars closer together by providing various information related to stars, such as video chat with stars and their activity schedules.

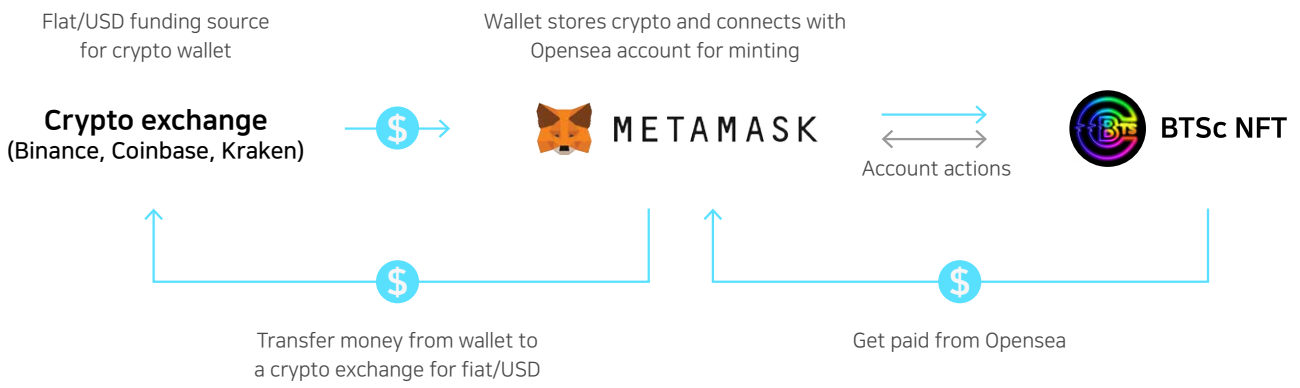
In the BTSc music service, you can purchase music or receive streaming services through BTSc Token.

Currently, most music is provided by YouTube, Melon, and Bugs, but through this PLATFORM, BTSc is not only a culture and art that users listen to, see, and enjoy alone, but also a cultural space where they can share and enjoy their works with artists. Through this open platform, users can directly produce various cultural and artistic content, share the produced content with other BTSc users, and fulfill their dreams as cultural artists.



# BTSc NFT Platform

Digital content distributed within the BTSc platform is stored and controlled in the form of NFT. When a new work is registered, NFT Token will be issued through Smart Contract, which will be posted during the designated auction period within Metaverse. If a buyer appears, ownership will be transferred through Smart Contract, which will allow the first copyright holder to receive royalties.



The solution for BTSc Platform

# BTSc Platform

## ACADEMY & ROYALTY

### ACADEMY

"Academy" is a word that refers to a leading and authoritative organization of experts in science or art. It originated from Akademeia, founded in 385 BC by Plato in the temple of Academus, a hero god northwest of Athens, to produce people who will contribute to state affairs by growing the mind and body of young people.

BTSc Culture Community provides the first comprehensive cultural and artistic PLATFORM to develop excellent artists through systematic and specialized academy content, hold auditions and exhibitions in partnership with famous Korean agencies, and help them debut as new artists in various fields.

"I can be a star too!"

"K-POP that fascinated people all over the world!"

It provides content for those who want to learn K-POP dance systematically from audition preparation to hobbies. It is a content to provide Hallyu fans with an opportunity to learn and experience "K-POP" in person, and provides 3D, AR, and VR content that allows users to learn the necessary parts step by step and systematically from professional K-POP instructors. Academy content is composed of intensive and systematic 3D, AR, and VR lectures by professional K-POP instructors by selecting popular K-POP music every month and classifying it into vocal and dance.

K-POP dance consists of a combination of various genres such as popping, hip-hop, girls' hip-hop, waacking, locking, urban, B-boy, and krump, and classes of necessary genres are provided depending on the progress of the class and the choreography of the song. Not only dance movements are acquired, but also stage movements and stage performances are trained together. We are also developing various academy course contents for those who dream of becoming artists. The Academy of Star Training, AR, and VR video systems, enjoy videos featuring artists together, and learn acting through AR and VR, the Academy of Learning Model Walking Pose, and the Academy to become a dancer.

# BTSc Platform

## ROYALTY

BTSc Culture Community operates win-win content that can create synergy effects on business promotion and sales growth through star marketing in partnership with businesses run by users. It is a royalty deferred payment method that uses the portrait rights of stars affiliated with BTSc to promote the company and products and distributes profits to artists based on the sales generated.

Companies using BTSc can promote efficiently using stars because they only need to use artists' portrait rights to generate a lot of sales and pay for portrait rights in proportion to sales without investing heavily in the beginning. A win-win business structure is proposed that provides opportunities for export-oriented companies to expand their export regions and allows Hallyu stars to become ambassadors for companies to generate additional profits. Unlike large companies, it is practically impossible for ordinary small and medium-sized companies to cover billions of won in promotional marketing costs, but we, BTSc, can utilize special promotional marketing techniques that allow SMEs to coexist with BTSc.

-A place where you can freely take pictures with stars. -Operating "Artist-STAR Photo Line".

"Shooting freely with stars!"

"Choose only the pictures I want!"

-We plan to conduct personal broadcasting and educational programs on Korean beauty and nail art, which have recently become increasingly interested.

## Art music ranking contents.

It supports ranking services for albums and music. Rankings are classified into daily, weekly, and monthly rankings and are convenient for consumers. The BTSc Platform ranking chart is determined by the sum of quarterly, semi-annual, and annual data as well as the aggregated ranking data. Albums and music are combined and released in a comprehensive ranking, and annual charts are serviced based on big data. Artists registered weekly, monthly, and yearly in BTSc Platform's King & Queen rankings will also be provided with events to enhance their activity opportunities and star quality on the platform.



# BTSc Platform Specification

## BTSc METAVERSE GATEWAY

BTSc Platform provides Interaction METAVERSE Gateway for various contents. It supports global services in the form of HTML5 and includes API and SDK forms to link them. It is linked to the BTSc Platform to support actual participants to use BTSc. In addition, Platform AI provides an appropriate acceleration service to enable content (music, information) distribution and service optimized for participants' usage status and price information.

- Platform API Service
- Development SDK for Device / OS (APP)
- Product AI Acceleration
- Platform Cloud Scale service

## BTSc API

Various modules will be provided for each ecosystem member. It will be provided in the form of a separate asset that can respond to various OS, Device, and Platform.

- Windows OS, Personal PC base Module
- Linux 계열 OS, Personal PC, Server Machine
- Mobile Base SDK. Google Play Store, iOS App Store Contents
- For Customer based Service.

## EXCHANGE SERVICE

BTSc transactions can also be traded through Wallet between individuals, but they can also be traded through a separate EXCHANGE SERVICE. It also supports exchanges with other Token without going through a separate exchange. It can be used within content and can also be used on the web using HTML5 form. Like the Home Trade System, the market price can be checked in real time, making it convenient to use.

- Home Trade System (HTML5)
- Token Prices API System (BTSc Exchange)
- Blockchain exchange Service : API Service
- Exchange Service for Customer (QR)

# BTSc Platform Specification

## BTSc WALLET

Provides Wallet for various OSs so that players who have not used Cryptocurrency can easily use it. In addition to the basic Wallet function, it also provides the ability to directly receive information services within the BTSc Platform.

- BTSc Wallet Service
- Smart Exchange Wallet
- BTSc Exchange Service

## ADVERTISEMENT MANAGER

BTSc Platform is equipped with an advertisement management system that allows advertisers to purchase and apply advertising items directly. Advertisers can register with BTSc, purchase advertising items, and apply them automatically. All available advertising items can be purchased using BTSc Token, and BIG-DATA can also be used using BTSc Token. Advertising services also include an Advertisement Manager system for advertising managers.

- Automatic release through setting the scope and duration of advertisement events.
- Specific settings for the target customer.
- Establishing an advertising plan based on customer propensity and future prediction based on AI analysis data.
- Provides a powerful tool for analyzing effects after advertising.

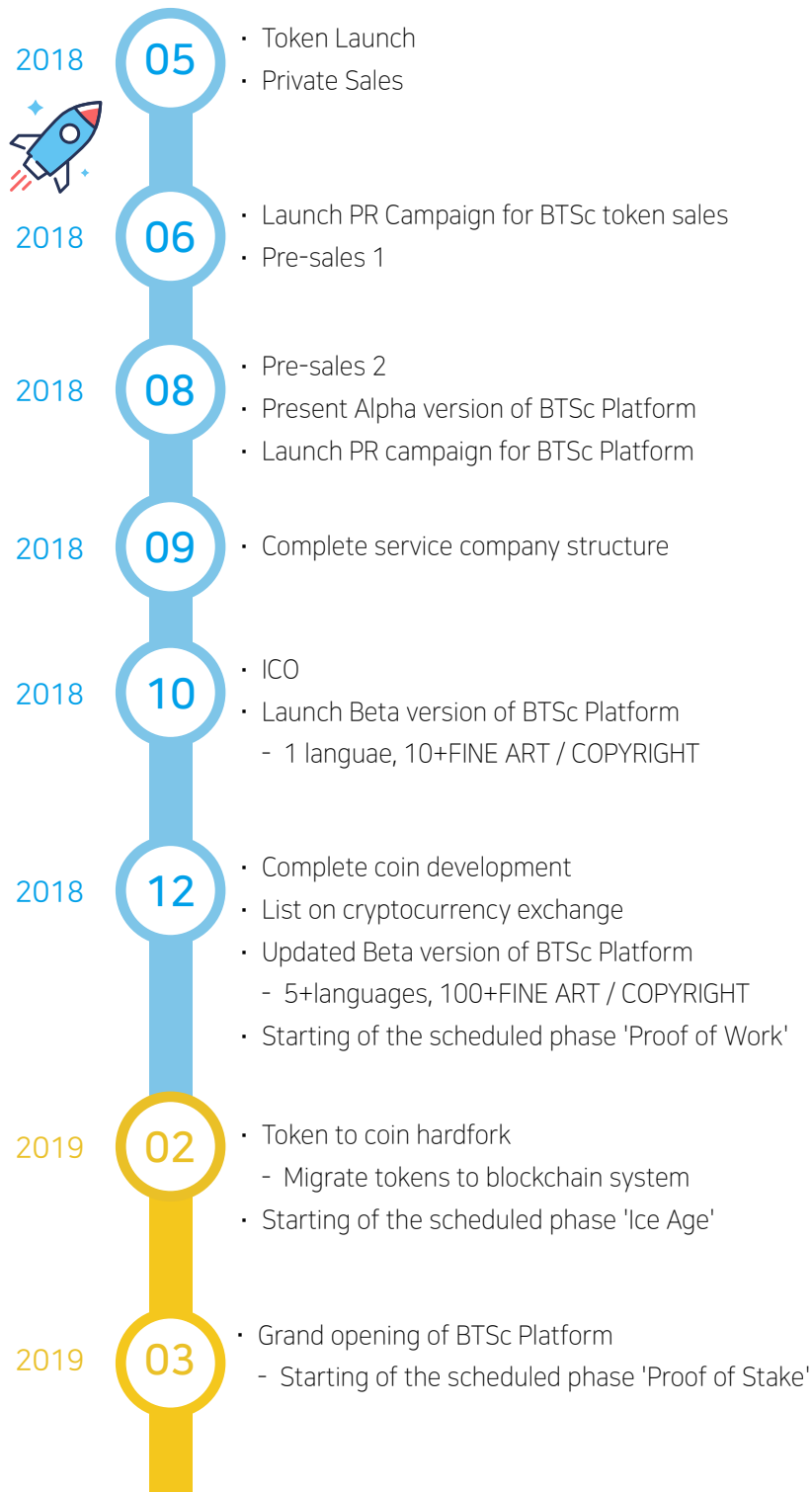
## BTSc ONLINE NFT SERVICE

Within the BTSc Platform, you can purchase and sell rights to the entire cultural and artistic work, not a single item. Since all works of art can increase or decrease in value depending on the market situation, we would like to establish an NFT Home Trading system for art works that allows customers to trade some rights of these works. It is similar to the existing securities trading system, but it is an innovative system in terms of value sharing and consumer rights. Through this system, we expect that there will be a new culture and art sharing system that can be kept in the exhibition hall and owned at home.

- NFT System : Personal Computer, Mobile App, Web based system
- Realtime market price information Service (Server)
- System Trade SDK
- Personal Stock Exchange system
- News Dashboard
- Customer wishes record
- Analyzation Social Network Data
- Machine Learning for Personal record : Expected Exchange Method

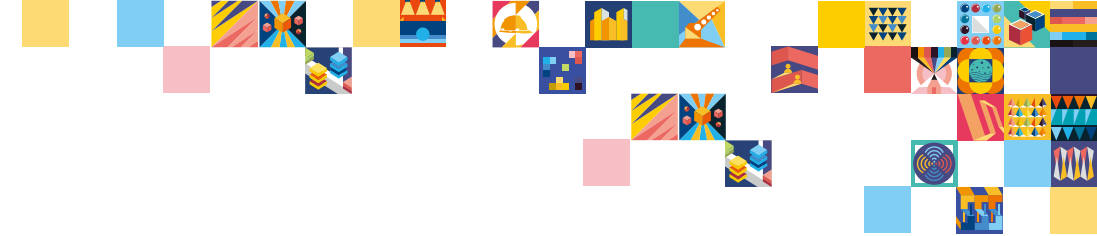
# Roadmap

BTSc Platform will be officially serviced from the 2nd half of 2018. Private and Pre-sales for BTSc are scheduled for official service, and ICO will be promoted on 2018 4Q.



# Roadmap





# BTSc Distribution Plan

BTSc Coin pre-sold on 4Q in 2018, and has been hard-forked with BSC Chain Token since October 2021, and is now distributed as BSC Token.

Item		Quantity
Pre ICO	Private	105,000,000
	Public	105,000,000
Crowd ICO	Strategic Partners	105,000,000
	Public	105,000,000
Marketing		200,000,000
Advisor & Team		120,000,000
Co-Founder		120,000,000
Mining Pool		120,000,000
Development		120,000,000
BTSc Fund		100,000,000



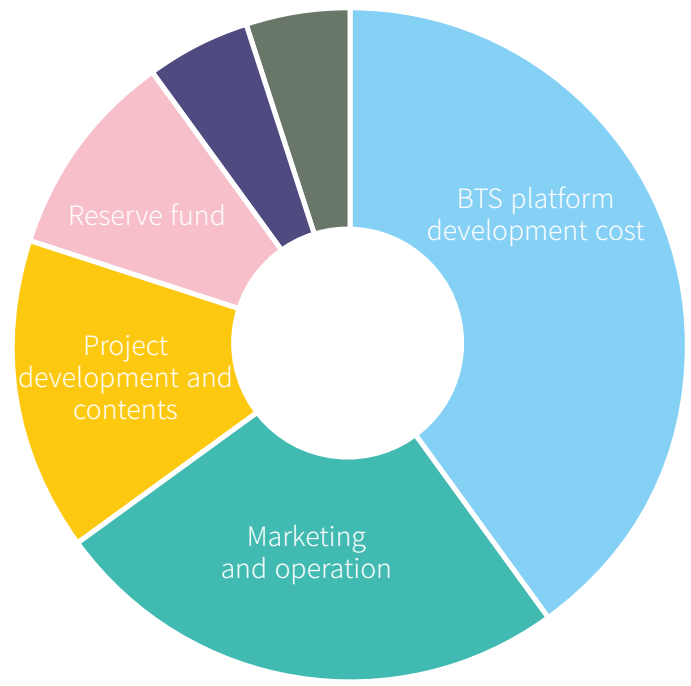
## BTS Token issuance plan

- Token sales 35%
- Marketing 17%
- Mining pool 10%
- Advisor & Team 10%
- Developer 10%
- Co-founder 10%
- BTSc fund 8%

# BTSc Blockchain

BTSc COIN started on Mainnet, but now it has been converted to Binance Chain Token through a hardfork. The detailed Token Spec is below.

Total number of tokens	1,200,000,000 BTSc
Token available	1,200,000,000 BTSc
Nominal price	0.01 USD
Emission rate	No Further tokens will be created
Token private sale	20% (Bonus up to 30%)
Token Sale	10% (pre-sale)
Soft cap	ETH 50,000
Hard cap	ETH 250,000
Token format	ERC 20, BITCOIN Unlimited Based
Currency Accepted	ETH, BTC



### BTS platform development cost

- BTS platform development cost 40%
- Marketing and operation 25%
- Project development and contents 15%
- Reserve fund 10%
- Law firm, Accounting firm, KYC 5%
- Listing Fee 5%

## Disclaimer and Risks Declaration

The BTSc Team wrote this white paper for reference purposes to provide specific information on BTSc PLATFORM and Token we are planning. The purpose of this paper is to outline the development direction of the product to Token holders and USERS for BTSc PLATFORM construction and is not included in the same format as the contract.

We are not obligated to provide any data, code, or function, and investment or purchase decisions are each individual's responsibility.

The launch and implementation of BTSc PLATFORM can vary due to the effects of various variables, including regulatory risks, user participation, adoption of blockchain technology, and continued development of BTSc PLATFORM.

This white paper is intended to encourage you to invest in the BTSc Team or BTSc, and since it is based on the time of creation, we do not guarantee that any content, including conclusions, is accurate and valid until some point in the future.

It should be noted that the information in this white paper was created by a corporation or related department to develop or implement BTSc PLATFORM and cannot be requested to take any action. The BTSc Team does not provide guarantees of accuracy in anything related to this white paper and does not bear legal responsibility for it. For example, it does not guarantee that the white paper is based on legitimate rights and does not infringe on the rights of third parties, whether it is commercially valuable or useful, whether the white paper is suitable for achieving your purpose, or if there is any error in the contents of the white paper. Of course, the scope of exemption from liability is not limited to this.

The profits and damages caused by you referring to this white paper or any action based on it are entirely based on your judgment. In other words, the BTSc Team will not bear compensation, compensation, or other responsibilities for damages, losses, debts, or other damages to you by using this white paper.

This document was produced only for the purpose of delivering information and is not a means of selling shares or securities.

BTSc Token does not guarantee control.

Owning BTSc Token does not mean being the owner of BTSc EDU Foundation, BTSc PLATFORM, and other services and contents or having property rights. Even considering accepting opinions and feedback from the BTSc community, BTSc Token does not grant BTSc Token owners any decision-making authority or the right to participate in the development of the platform. There may be differences between the actual results and the figures in this paper, and they are not guaranteed results. Blockchain-related technologies are subject to existing supervision and other global regulators.

All actions related to BTSc Token may be illegal depending on the country and region to which the investor belongs.

# DISCLAIMER AND RISKS DECLARATION

Some countries or regions do not allow the exclusion of certain guarantees, so some of the excluded items may not apply to you. And all risks to investors are borne by the investors themselves, and no compensation can be requested from the BTSc Team. This applies to countries that already have legal regulations on cryptocurrency, including the United States, China, Singapore, and South Korea.

Citizens and residents of these countries should think more deeply about participating in Token sales.

The items and goals presented in this paper are what we intend to do, but everyone or organization that wants to purchase BTSc Token must be aware of and take the risks themselves.

Funds collected during Token sales cannot be protected through insurance. If funds gathered in cryptocurrency lose their value, there is no public or private insurance to restore them.

If it is expected that users will be damaged by ICO regulations during the BTSc Token Sale, BTSc will immediately announce the related matters through the website and refund the participants.

The above will be individually notified through the e-mail address entered when participating in the ICO, and if the ICO cannot be proceeded objectively or if it is expected to cause damage to users, the return procedure for the paid Token will proceed.

BTSc Token will be a payment method for all services provided by BTSc, and if additional BTSc Token issuance is required, more than 70% of BTSc Token holders must obtain consent.

## Disclaimer of Warranties

Technological innovations such as quantum computers can cause problems with cryptocurrencies, including BTSc Token. Risks or unpredictable problems in the future may arise from the use of new technologies, and these and risks may arise in forms different from those mentioned in this paper.

BTSc Token must fully understand and agree that it presupposes that users are responsible for all the responsibilities that follow, and BTSc Team must be exempted from all responsibilities.

The issued BTSc Token will be sent to the user without an explicit or implicit guarantee of merchantability or suitability, integrity, etc. for a particular purpose.