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1. PLWI Project



The PLWI project is a content-based blockchain ecosystem. The objective of the PLWI project is to create synergy among holders of proprietary intellectual properties (IP), content creators with development capabilities, investors searching for projects with possibility of success, and users within the ecosystem.

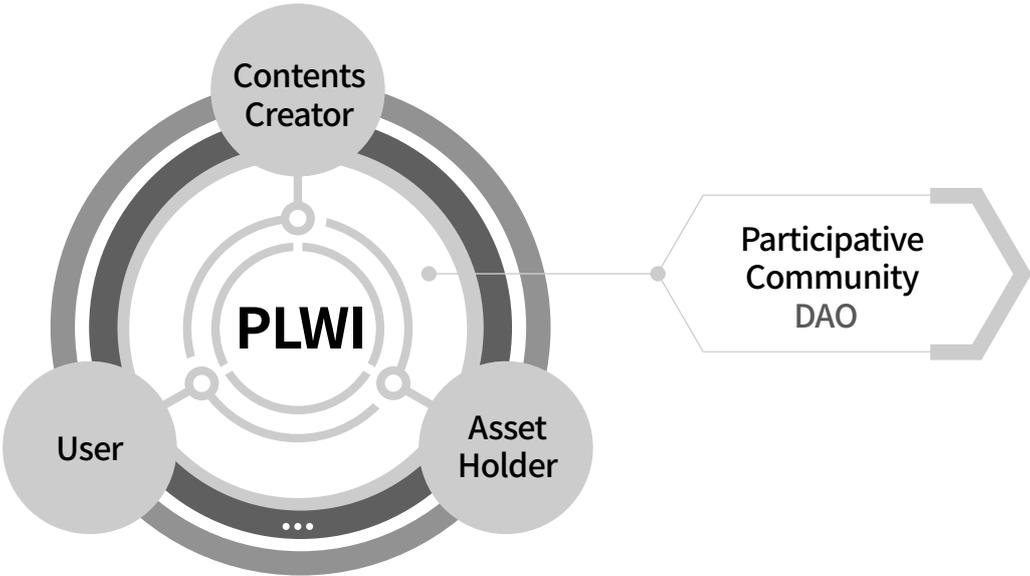
The content industry provides new and enjoyable experiences to users. Users are fascinated by these experiences and show support for content and content creators, which in turn enables these contents to survive. Content that is steadily loved by multiple generations can develop into a culture beyond an industry and accompanies remarkable economic effects.

In the content industry, users are not simply consumers. Users share their own experiences in engaging with content to other users, further affecting the direction of content creation and users even partake in creating content through various ways. Content creators also understand the influence from users and pay close attention to their opinions, which have enabled fast growth of the content industry. This is even more so for the gaming industry. With the participation from users, gaming content creators can update and make improvements to their content instantly. Such efforts motivate users to continue participating. This is what many gaming content creators have already experienced.

The PLWI project will add value to IPs. Also, it will allow (i) content creators to focus on creating content that offers new and enjoyable experiences, which are the essence of content, (ii) investors to finance projects with potential and be rewarded based on project performance, and (iii) users to participate in content creation more actively through the features implemented by the blockchain technology. The PLWI project will build an ecosystem that encompasses all parties, and every member will be rewarded for participation in a transparent and fair manner.

2. PLWI Project's Vision

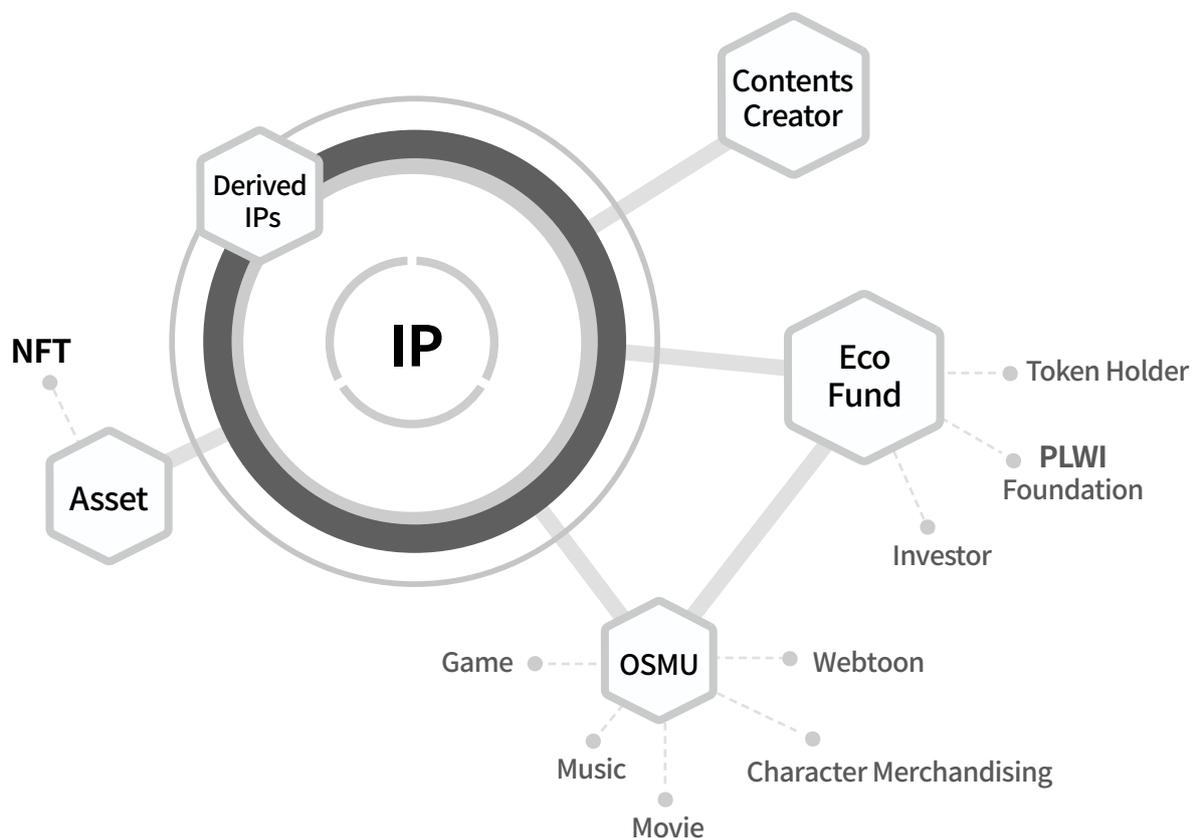
The PLWI project is a blockchain ecosystem that consists of IP holders, content creators, investors, and users. The goal of the PLWI project is to grow with the participation from our members and share the performance in a transparent and fair manner.



The PLWI project pursues a participative ecosystem to solicit active participation and support by the participants of the ecosystem for sustainable growth. The ultimate objective is to establish a Decentralized Autonomous Organization (DAO). The DAO will be implemented by the blockchain technology and systematically applied based on the members of the ecosystem, degree of participation, and expansion of the ecosystem.

3. Alliance Program

The PLWI project will support various projects that take place through collaboration among the members of the ecosystem. This will maximize the value of content and respective IPs and develop the ecosystem.



The PLWI project will run the Alliance Program to discover IPs that will serve as the cornerstone of the ecosystem, which can lead to and develop into various projects. The Alliance Program will connect content creators that produce various content using IPs, and all projects will be able to issue NFTs that are linked to PLWI tokens and blockchain-based assets.

The ecosystem will finance projects through the Eco Fund and provide investors with opportunities to participate.

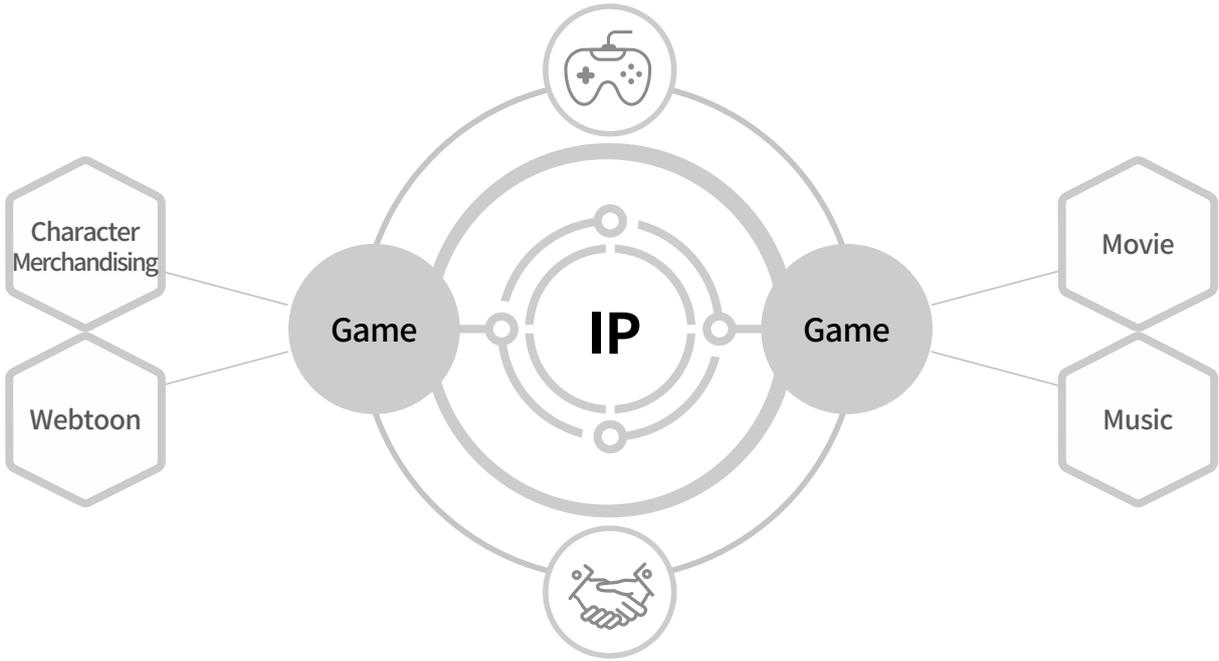
4. Token Economy

4.1. Sustainable Token Economy

The PLWI project is designed to provide transparent, fair and continued rewards to IP holders, content creators and investors through various partnerships, collaborations, and support among the members.

The PLWI project will issue NFTs and assets by utilizing the IPs and content participating in the ecosystem. The issued assets will be linked to various IP franchise content. In addition, the PLWI tokens will create a cycle connecting the ecosystem, which will keep the values of both tokens and assets stable.

4.2. IP-oriented Ecosystem



The PLWI project pursues an IP-oriented ecosystem. IPs are the cornerstone of the content industry. High-quality IPs ensure stable content creation and performance on the basis of supporting users and enable One Source Multi-Use (OSMU) beyond genres and industries.

The PLWI project creates franchise content, including games, by utilizing the IPs involved in the ecosystem, and issues various assets while simultaneously generating demand during such process.

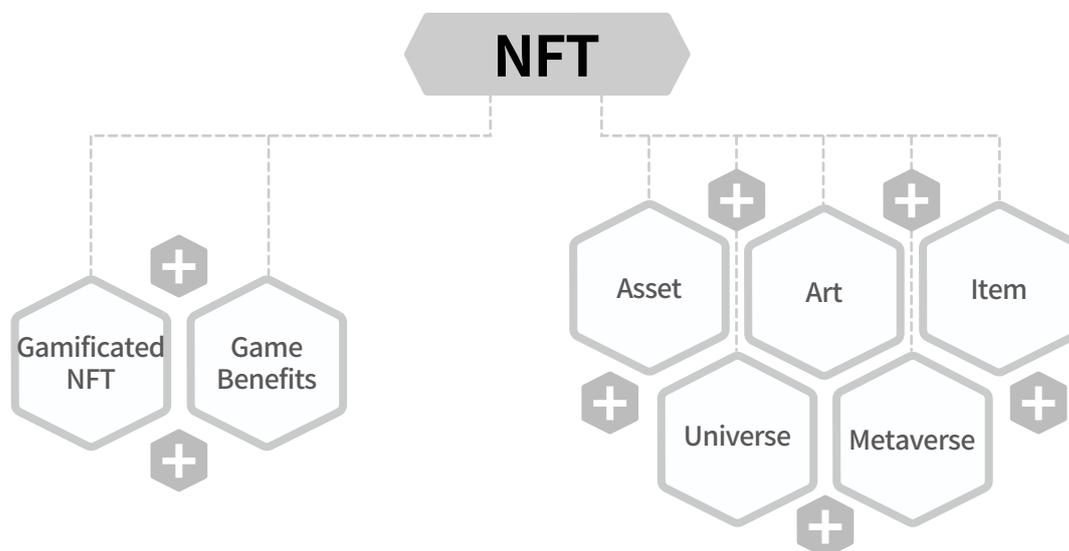
4.3. Blockchain-based Assets

IP franchising ultimately builds a rich universe, and the varied histories from both content and users will generate abundant IPs.

The many components of the universe of IPs each have their own stories. Every asset that is issued utilizing the IPs is unique. Not only investors, but the entirety of the loyal users of the IPs and collectors will be motivated and provided with sufficient value in collecting the assets.

The NFTs and assets issued for the PLWI project will be utilized for the entire franchise IPs far beyond just singular contents. As the PLWI ecosystem expands, the value of all assets issued will also increase.

4.4. NFT



The NFTs issued for the PLWI project offer various functions and benefits in addition to having a value as a collectible.

The NFTs issued for the PLWI project are linked to IP franchises and offer special experiences only to the owners of the NFTs. The scope of this offer is not limited to a particular game or content, but instead targets the entire franchise IPs. Such experiences will make NFTs an attractive asset.

4.5. Allocation of Tokens

1.2 billion (1,200,000,000) PLWI tokens were issued in total. 67% of the tokens issued will be allocated to the Ecosystem and used for the growth and management of the ecosystem. The Alliance Program will also use the Ecosystem for IPs and content, which are the cornerstone of the ecosystem, and content creators. 15% of the tokens will be allocated for Marketing and Partnership. They will be used for marketing and user attraction to develop the ecosystem with the joint project owner and partners and create the infrastructure for the project. 3% of the tokens will be allocated to the Advisor and used to engage experts in each field to manage the ecosystem with stability. The remaining 15% of the tokens will be used for the PLWI Team, which will build and manage the PLWI project (note that the 15% of the PLWI tokens to be used for the team will be locked-up for 3 years from the date of issuance.)

ALLOCATION OF PLWI TOKENS		
Category	Quantity	Ratio
Ecosystem	804,000,000	67.0%
Marketing and Partnership	180,000,000	15.0%
Team	180,000,000	15.0%
Advisor	36,000,000	3.0%
Total	1,200,000,000	100.00%

4.6. Minting Tokens

The PLWI tokens follow a mint rule for the sustainable growth of the ecosystem. Considering the retirement and deflation model to maintain the token value at a stable level, the annual mint ratio of the PLWI tokens is 2%. 50% of the minted PLWI tokens are provided to the Ecosystem and used to boost the economy, while the remaining 50% are provided to the Alliance Program for expansion of the ecosystem.

5. Technological System

5.1. Design that considers Multichain

The PLWI project is a blockchain network that is implemented based on Klaytn and can process 4,000 transactions per second (4,000 TPS). It is linked to content (including games) in the ecosystem through the Layer 2 Solution and aims at reducing gas fees and processing 20,000 transactions per second.

The PLWI project prevents dependency on a particular chain and was designed in consideration of multi-chain for flexible expansion that will accompany the growth of the ecosystem.

5.2. Wallet

All content provided by the PLWI project can be used by a single wallet.

Anyone can easily create a mini app using the markup-based script engine solution. Due to the component object-based design, various functions can be added through the light mini app. This ensures easy development to developers and provides seamless services to users.

5.3. Link Server

Link servers were applied to the PLWI project for efficient linkage with the blockchain network, games and various content. A link server exists between the blockchain and a custom project on the network topology. This structure ensures flexibility by reducing the degree of cohesion between the blockchain and the custom project (content).

Link servers enable flexible response to content, such as games whose structural content are frequently modified, as well as reduce gas fees and enhance transaction speed by applying cloud-based database. In addition, application of layers is advantageous for expansion to multichain.

Basically, a link server provides a single access point to an asset and content, and may be extended to multiple access points to assets and content.

6. Partnership

6.1. BPMG: Joint Project Partner

BPMG is a blockchain-specialized company that pursues “total blockchain service platform.” BPMG has independently developed and provided services for a multichain wallet where various blockchain-based assets of the mainnet can be managed in a single wallet, and a de-centralized mini app store with excellent scalability. For the PLWI project, BPMG is in charge of the relevant construction and technical assistance that are necessary for operating the platform service.

6.2. Playwith

Playwith is a game publisher that has built its capabilities through marketing, publishing, overseas distribution and investments. Playwith is in charge of marketing and operations support through its networks in South Korea, Taiwan, Thailand, North America (States) and South America (Peru).

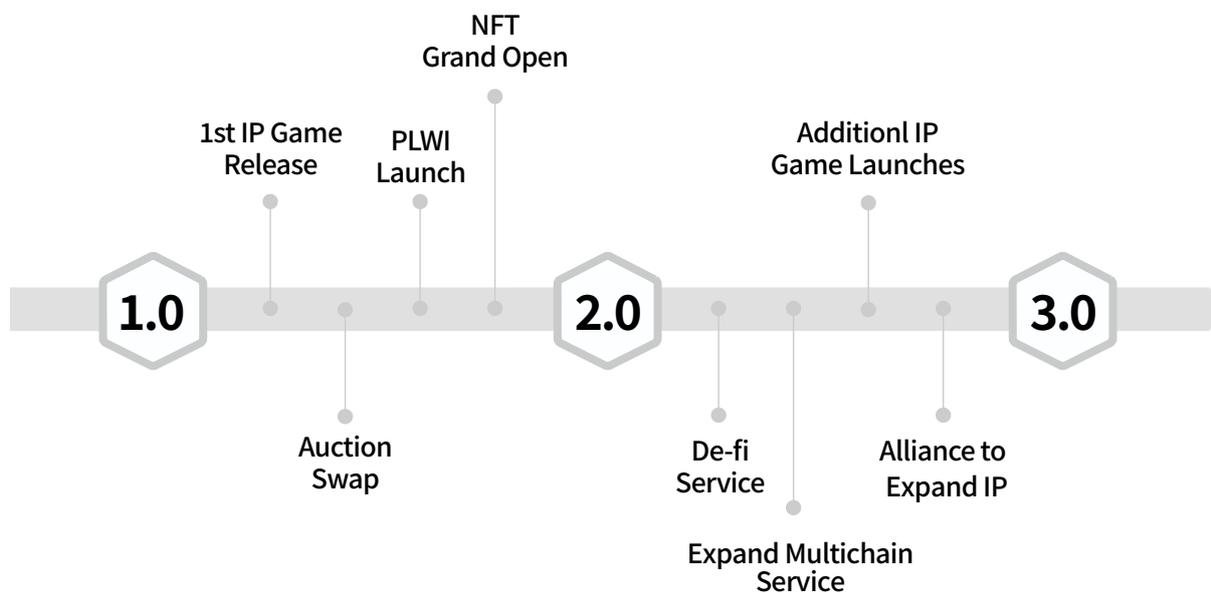
6.3. Partnership Offer

We are waiting for partners to grow with the ecosystem. We await partnership offers that will create synergies with the members of the ecosystem and make greater values.

- Alliance program and partnership: alliance@plwi.io

7. Roadmap

For the PLWI project, a roadmap has been prepared for the stable expansion and systematic growth of the ecosystem.



7.1. PLWI 1.0

PLWI 1.0 ensures stability by establishing the infrastructure for the ecosystem. PLWI 1.0 distributes the pre-arranged PLWI tokens in a stable manner for the circulation of the ecosystem and issues NFTs through the PLWI NFT exchange based on the IPs participating in the ecosystem. Upon distribution, the issued NFTs may be traded with other users through the PLWI NFT exchange. In addition, the owners of the NFTs can be provided with special experiences through the linked content, such as games.

7.2. PLWI 2.0

PLWI 2.0 will engage various IP holders and developers through the Alliance Program, which will make the ecosystem grow and become rich. The members of the ecosystem, as well as the significant blockchain-based assets that are issued on the basis of content will add value to the ecosystem.

In addition, under PLWI 2.0, the ecosystem will establish a multi-token system, and apply active participation in the ecosystem and rewards for participation. During such process, the community of the ecosystem will become robust.

7.3. PLWI 3.0

The infrastructure for the expansion of the ecosystem and the ecosystem that secured sufficient alliances can be accomplished with the support of the robust community. Through the participative ecosystem and DAO, the members will be able to participate in the decision-making process for the growth and expansion of the ecosystem. This will provide a momentum for the ecosystem's ceaseless growth.

Under PLWI 3.0, the ecosystem will already have various IPs and content, as well as the assets issued based on such IPs and content. The ecosystem will support each asset to be utilized in various external content and industries without any restriction, and it will become the most unique and valuable asset in the metaverse.

8. Launch Plan

8.1. Auction Swap

Before the official launch, PLWI can be obtained through the Auction Swap. Auction Swap is a mechanism intended to supply initial liquidity, set the market price, and prevent excessive pump & dump at the initial stages of the official launch. The Auction Swap proceeds as follows:

- The bid for PLWI Auction Swap starts from 19:00 on June 8, 2022 (GMT+9) and ends at 19:00 on June 22, 2022 (GMT+9).
- Through the Auction Swap, 10,000,000 PLWI tokens will be distributed in total.
- The bid will take place for 14 days in total, and bids cannot be withdrawn.
- Bidders can participate in the bid with KLAY or GHUB tokens. There is no restriction on the minimum quantity, maximum quantity, or number of bids per wallet.
- When the Auction Swap ends, the swap ratio with PLWI is determined based on the total quantity of the deposited KLAY or GHUB, and PLWI will be provided in proportion to the quantity of KLAY or GHUB bid according to the set ratio.
- The soft cap for PLWI Auction Swap is 2,420,000 KLAY, and the hard cap is 7,260,000 KLAY. If the total number of KLAY bids does not exceed the soft cap (2,420,000 KLAY) until the Auction Swap ends at 19:00 on June 22, 2022 (GMT+9), the Auction Swap will be cancelled, and all KLAY used for the bid will be returned to the bidder.
- After the auction successfully ends, PLWI will be distributed linearly over 30 days starting from 9:00 on June 23, 2022 (GMT+9). The distribution will take place automatically through smart contract.
- Bidders can participate in PLWI Auction Swap through PLWI website and KMINT wallet App.
 - PLWI's official website (<https://www.plwi.io>)
 - Mobile PLWI mini App in KMINT (Android only)

9. Revision History

June 06, 2022

- “8. Launch Plan” has been updated.