

fanc

Version. 1.1

WHITEPAPER



CONTENTS

01 INTRODUCING FANC

- 1.1 OVERVIEW
- 1.2 MARKET ANALYSIS & PROBLEMS
 - 1.2.1 Short-form
 - 1.2.2 NFT(Non-Fungible Token)
- 1.3 STRATEGIC GOAL

02 PLATFORM

- 2.1 WATCH TO EARN
 - 2.1.1 CELEBe
 - 2.1.2 Connected Point(CP)
- 2.2 CREATE TO EARN
 - 2.2.1 Stepping Stone
 - 2.2.2 Fandoms NFT

03 PRODUCT

- 3.1 NFT MARKET PLACE
 - 3.1.1 Public Market
 - 3.1.2 fanC Mystery Box
- 3.2 FANC SIDECHAIN
 - 3.2.1 Architecture
 - 3.2.2 Bridge & Wallet
 - 3.2.3 Governance

04 TOKEN ECONOMICS

- 4.1 TOKEN UTILITY
- 4.2 ECOSYSTEM
- 4.3 TOKEN DISTRIBUTION
- 4.4 USE OF FUND

05 TEAM & ADVISOR

06 PARTNERS

07 ROADMAP

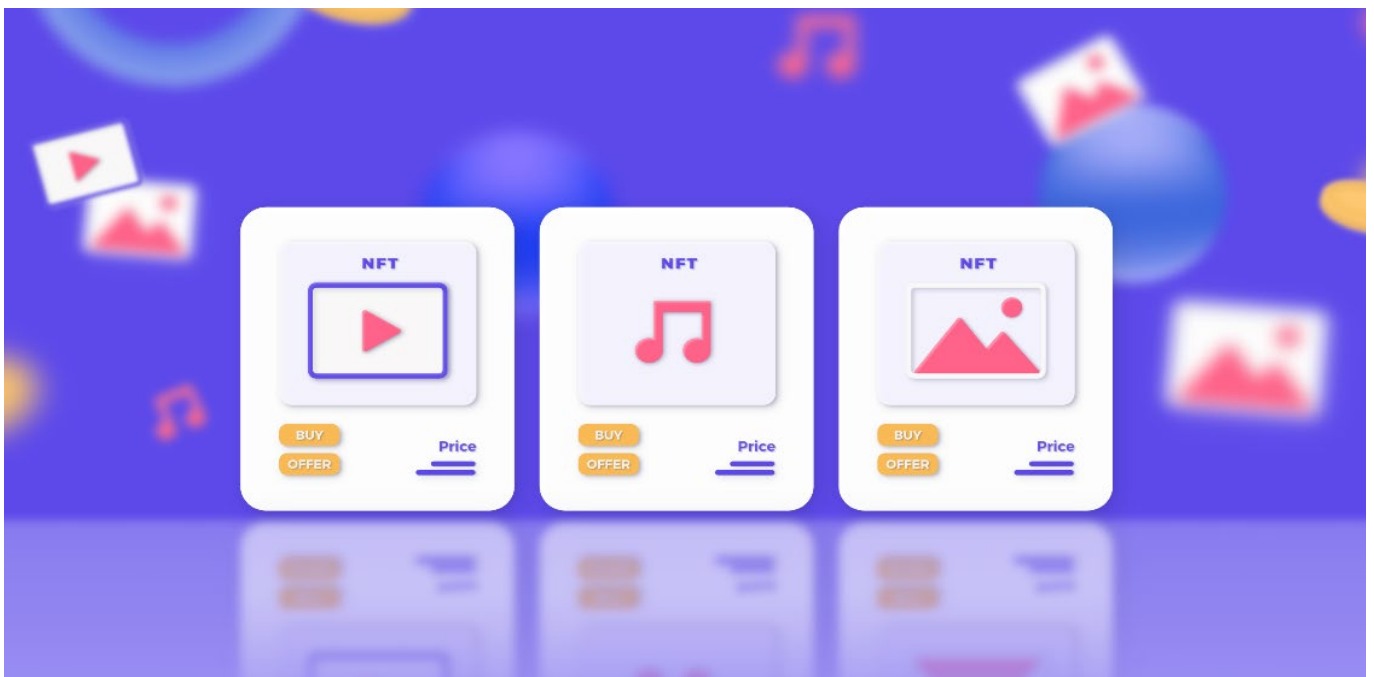
08 DISCLAIMERS

1. INTRODUCING FANC

1.1 OVERVIEW

Short-form is a compound word of ‘short’ meaning short and ‘form’ meaning form. Content that provides only essential information in a short period of time, anytime, anywhere is called short-form content.

NFT is an abbreviation of Non-Fungible Token, and it is widely used as a form that provides a unique recognition value to a digital file so that it cannot be copied or forged, as well as giving scarcity and ownership.



fanC Token(FANC) is a reward-type blockchain project for creators and users who use the short-form content platform CELEBe.

Creators and users can experience a new form of social media by sharing daily events, obtaining rewards for their activities on the platform, trading NFTs, and promoting their NFT contents. In addition, it provides access to exclusive NFT content created by influencers, Metaverse, and various blockchain-based services such as WATCH TO EARN, Staking(DeFi), and Governance. fanC Token will build the ‘**Creator Economy**’ through the short-form content platform ‘CELEBe’ and provide new services to users with NFT content that reinforces the user reward process.

1.2 MARKET ANALYSIS & PROBLEMS

1.2.1 Short-form

The 'short-form' market is growing rapidly across the world. Short-form is a type of content that usually lasts no longer than 10 minutes, intended to be viewed quickly. Short-form platforms provide an environment for creators to upload content freely, and general users to enjoy the content; Tiktok is a favorite.

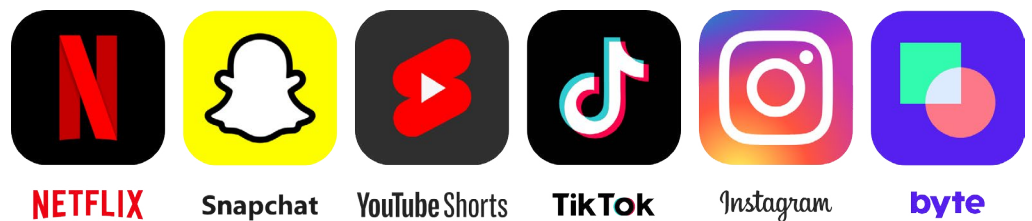
As a result of TikTok's continuous expansion and growth, large SNS platforms such as YouTube Shorts and Instagram(Reels) have launched services similar to TikTok.

There are short-form platforms such as Fleet, Quibi, and Lasso, which have now ended their services, yet diverse short-form content platforms are still leading the market.

Millennials easily become exhausted by content of long duration due to information overload today. Therefore, short-form content is changing trends in diverse areas such as advertising, marketing, and web dramas, besides social media.

Celebe is a platform that produces original content, supports creators in forming content and provides entertainment to general users who view this content. It is mainly used by the MZ generation, who are dominant consumers of online content.

However, like Quibi, a short-form content platform that disappeared due to low profitability, the future of short-form content platforms is not bright unless profit is guaranteed to creators, users, and anyone on the platform. Hence, a virtuous cycle of the short-form content platform will be achieved by supporting each entity, for the mutual development of Celebe and its users.



▲ Global short-form content platform

fanCplace, an NFT marketplace, which is based on fanC Token(FANC), plans to create a market where users can easily access NFT content and exchange CP(ConnectedPoint) acquired through CELEBe activities. The fanC Token service is based on the creators and users of the short-form content platform CELEBe, and it is open for use, without the need for any blockchain expertise.

Many short-form content platforms are implementing strategies to support diverse creators, so that creators can continue generating high-quality content. Youtube initiated the “Youtube Partner Program” in 2007 and recently formed the “Shorts Fund”. Similarly, there is Tiktok’s “TikTok Partner Creator”, Facebook’s “Advertising Execution Revenue Generation”, Instagram’s “Reels Summer Program Bonus” in the USA, Twitter’s “Super Follows”.

In a similar way, fanC Token plans to provide support to creators as a way to encourage high-quality content, and also provide opportunities for the general public to become creators at CELEBe.

CELEBe aims to revitalize the short-form content platform so that anyone can easily create content, update their feed, and obtain rewards through fun activities on the platform in the form of fanC Tokens.

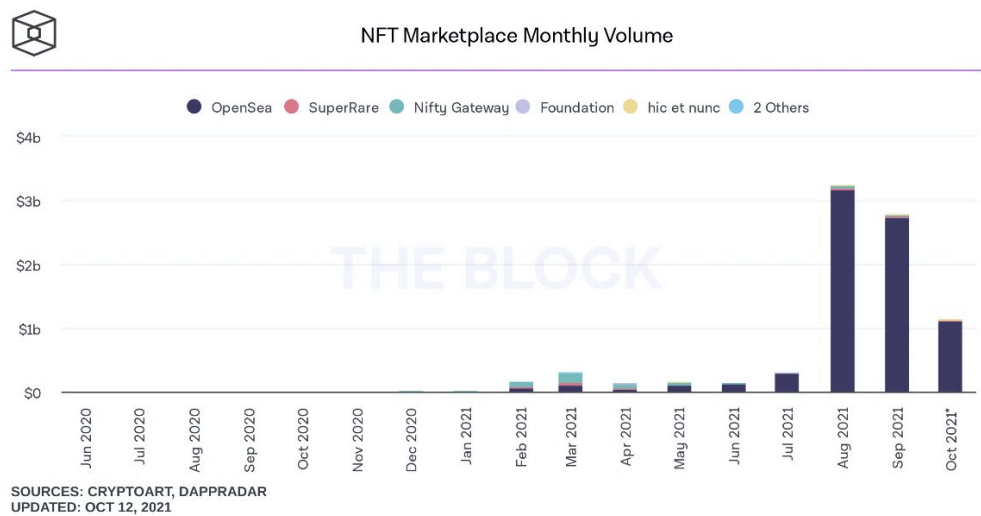
Through fanC Token, users can directly support their creators. The emergence of a model where creators and users can grow together provides motivation to continuously produce high-quality content and drive continuous growth.

fanC Token aims to integrate the decentralization trend into the “Creator Economy” model to maximize the influence of creators and users along with the growth of the platform.

The combination of NFT and Metaverse will become an important driving force for the expansion of the short-form content platform ecosystem.

1.2.2 NFT(Non-Fungible Token)

According to Non-Fungible, an NFT market analysis company, the size of the NFT market, which was \$140 million in 2019, grew to \$340 million in 2020. This is more than double the amount from 2019. By the third quarter of 2021, NFT trading volume reached \$6.37 billion, and in August alone, it recorded \$3.02 billion in transaction volume. The positive trend in the NFT market reflects the high growth potential it holds.



▲ Source : theblockcrypto.com

The NFT market has recently received a significant amount of attention domestically within South Korea and on a global stage It already has many cases of trade and use.

Some representative examples of domestic NFTs are the Hunminjeongeum Hyerye NFT of the Kan-song Art Museum (each piece was sold for 100 million KRW, and a total of 100 copies were sold), the video NFT of the Korean Professional Baseball Players Association and the Korean Professional Soccer Federation, the NFT partnership between JYP Entertainment and Upbit (Dunamu), Line Friends’ emoticon character NFT, and the video NFT of the battle of the century between Lee Se Dol and AlphaGo (registered at 60 ETH, approximately 250 million KRW). Meanwhile in other countries, there are Steve Jobs’ handwritten resume from 1973 registered as an NFT (valued at \$23,000), and the NFT artwork of artist Beeple. Thanks to the expansion and unique characteristics of the NFT market, various images, videos, and sound sources are being traded as NFTs for the purpose of investment or means of high collection value.

Today's NFT platforms have several problems in that they do not provide institutional safeguards such as copyrights or rights to NFT holders. There is also a barrier to entry in creating NFT content for general users without professional background knowledge about NFTs. In spite of proposals being made to simplify the creation of NFTs, they do not have all the necessary features.

When creating NFTs, common considerations include selecting a base layer for issuance, determining IP rights for holders, dealing with gas costs, and the limited blockchain platforms. Additionally, users can choose the blockchain for generating NFTs, but a universal method to transmit NFTs created on different blockchains has not yet been developed.

PLATFORM	SELLER COST		BUYER COST	
Art Blcocks	-		\$ 288.71	
		0.05 ETH 389,335 WEI		0.07 ETH 503,542 WEI
OpenSea	\$ 223.23		\$ 226.36	
		0.05 ETH 389,335 WEI		0.05 ETH 394,790 WEI
Ephimera	\$ 298.05		\$ 83.67	
		0.07 ETH 519,826 WEI		0.02 ETH 145,933 WEI
Rarible	\$ 301.53		\$ 45.47	
		0.07 ETH 525,903 WEI		0.01 ETH 79,308 WEI
SuperRare	\$ 309.43		\$ 292.59	
		0.07 ETH 539,678 WEI		0.07 ETH 510,304 WEI
Foundation	\$ 360.96		\$ 191.92	
		0.08 ETH 629,557 WEI		0.04 ETH 334,728 WEI
Async Art	\$ 407.31		\$ 105.15	
		0.09 ETH 710,405 WEI		0.02 ETH 183,398 WEI
MakersPlace	\$ 423.05		\$ 42.55	
		0.1 ETH 737,856 WEI		0.01 ETH 74,214 WEI
Zore	\$ 473.08		\$ 96.97	
		0.11 ETH 825,100 WEI		0.02 ETH 169,131 WEI

▲ Each NFT platform on-chain transaction cost (as of November 02, 21), Source : <https://pumpmygas.xyz/>

In reality, NFTs have to pay high gas fees for issuance, purchase, and sale. In the process of creating an NFT by an unauthorized person, the right to copy and transmit may be violated, and there is no system to verify whether the created NFT has a copyright problem.

Through the Ethereum Network and the fanC Sidechain that builds on its own, the fanC platform can solve the limitations of today's NFT platforms. It is the goal of the fanC platform to allow anyone to create NFTs without having any technical skills, as well as to publish NFTs that are free of copyright.

- ① NFT platform that anyone can use easily without professional knowledge
- ② More than 4,000 influencers through the short-form content platform CELEBe
- ③ Nearly zero fees through proprietary Sidechain
- ④ Watch to Earn & Create to Earn Scalable Platform

1.3 STRATEGIC GOAL

It is the ultimate goal of fanC Token(FANC) to form a virtuous cycle that motivates creators and users to participate in short-form content platform activities, thereby fostering new creators and activating diverse NFT activity development.



Anyone can easily create and update short-form content and earn rewards



Create an unprecedented fandom culture with exclusive access to scarce NFT content published by influencers



Leading global content through blockchain-based NFT content and protecting our content IP



Providing NFT marketplace service where anyone can easily issue, display, and trade NFTs



Watch to Earn & Create to Earn scalable platform, not an NFT platform just for owning and trading



Re-creating value with direct user engagement with creator support (Stepping Stone & Fandoms NFT)

CELEBe, a short-form content platform with a variety of influencers and rich content, will reward creators and users for contributions to content using fanC Token. The platform will expand into new markets through Metaverse.

Creators and users can earn rewards through:

- CELEBe creator activity reward
- General users' short-form activities
- Creating and registering content in the NFT marketplace
- Rewarding any forms of participation in Fandoms NFT issued by influencers
- Marketing trade through collecting and synthesizing CELEBe AVATAR
- Participation in Staking and Governance

By activating the short-form content platform, we can build an ecosystem of 'creator economy' and 'enhanced user reward' that protects our content IP by leading global content. The short-form content platform and the NFT contents will lead to infinite scalability by fusing the metaverse with users.

2. PLATFORM

2.1 WATCH TO EARN

2.1.1 CELEBe



CELEBe is a 'private short-form platform' that was launched in January 2020. As of the third quarter of 2021, it has been renewed as a 'short-form content platform'. About 4,000 celebrities joined as creators in a year. As Korean short-form content spreads across the market, it is spreading its influence.



▲ CELEBe's main model 'BLACKPINK JISOO'

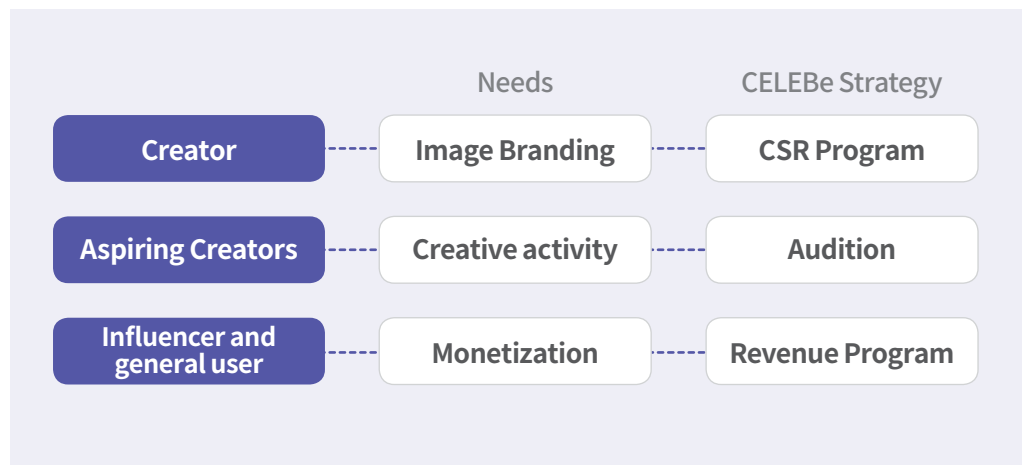


Established CELEBe Korea Co., Ltd.	19.08	●
CELEBe APP launched	19.12	●
Ranked 1st in Korea Consumer Impression Index (online service-app service sector)	19.12.10	●
#1 on Google Play Store	20.02, 20.04	●
CELEBe Vietnam branch entry	21.03.10	●
Celebrity Volunteer Group 'CELOVER' inauguration ceremony	21.07.02	●
BLACKPINK's Jisoo chosen as the main model	21.08.09	●
Released Fancy Place (NFT Market)	22.01.06	●
Established CELEBe Thailand Branch	22.04.04	●
Official partnership signed with T1	22.04.06	●
Released CELEBe 'Watch to Earn'	22.05.04	●

CELEBe & Celebrity Collaboration Model

By continuously growing as a ‘short-form content platform’, CELEBe aims to secure global users beyond the domestic market and to build a virtuous cycle of challenging K content. Anyone can become a creator ‘celeb’ on CELEBe by uploading content. Creators can use internal revenue programs to support their content creation and production activities without having to search for advertisers.

Celebrity Attribute Structure



Features of CELEBe

- Anyone can create content, obtain celebrity status, and receive rewards
- Offers a variety of opportunities in entertainment, such as casting for dramas and movies, studio provision, etc.
- Features a variety of sound sources and supports musician activities.
- Provides a variety of AI camera functions (duet recording, ear recording, AI beauty, timer, filter, video decoration, etc.).
- Web dramas, for instance, are available via VOD



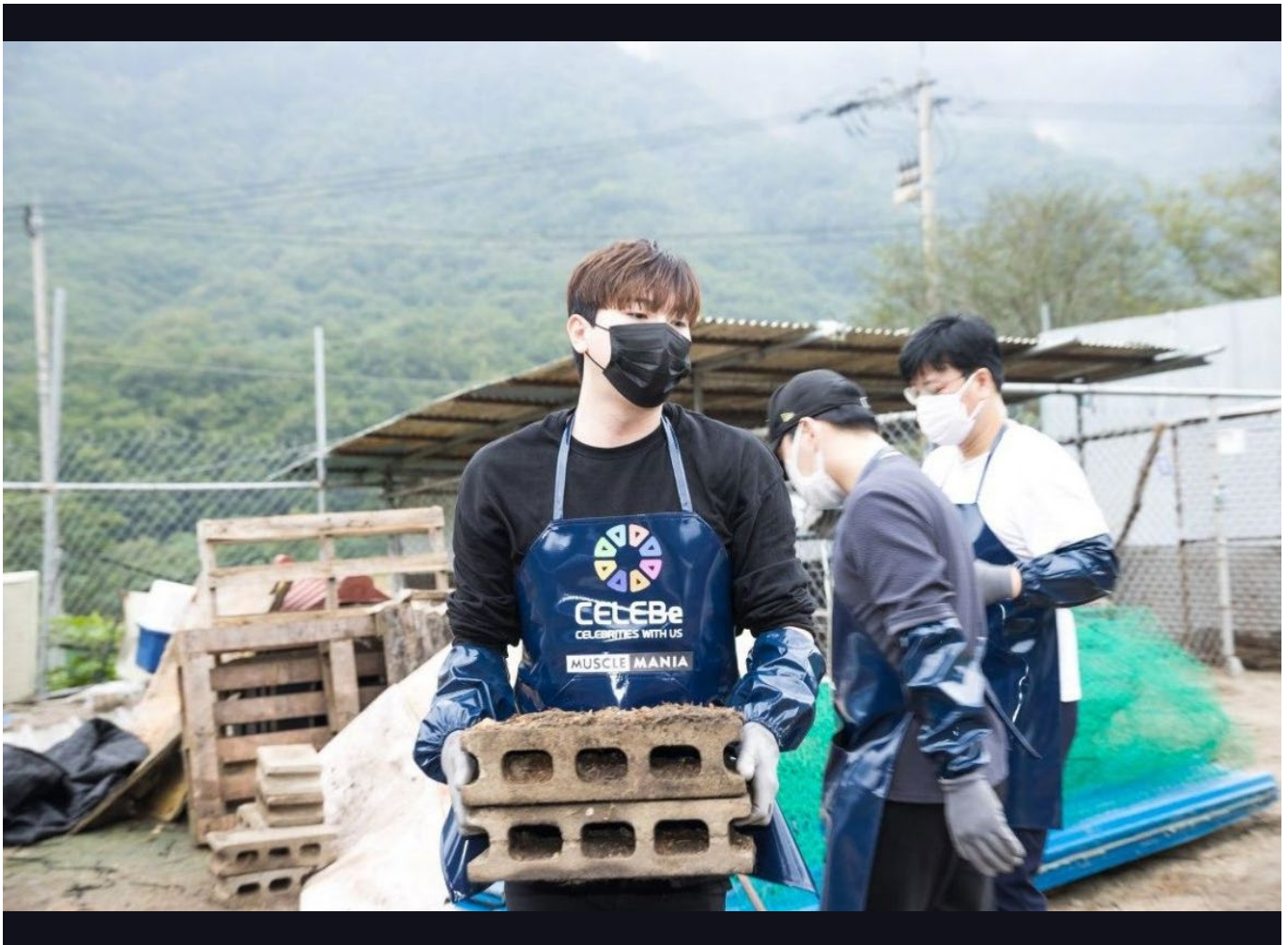
CELEBe 'FACT SHEET'

There are more than 4,000 celebrities in diverse fields like actors, singers, broadcasters, announcers, comedians, models, sports players, cheerleaders, YouTubers, influencers, and creators.



Celebrity Donation Program – ‘Good Influence’

Aside from celebrity artistic influence, CELEBe also operates ‘CELEBe Volunteer Group’ and ‘Various Donation Programs’; the ripple effect of good influence is substantial. With CELEBe and fanC’s ‘Stepping Stone’, the butterfly effect of good influence can be realized. The Stepping Stone program includes creative support for unknown artists, a one-person creator support project, and Fandoms NFT.



CELEBe ‘Original Content’

YouTube channel ‘CELEBe’ features original content created by CELEBe (e.g., web dramas, web realities).

As an example of one of the ongoing projects, Honey J, the leader of the dance crew ‘HolyBang’ from Mnet’s ‘Street Woman Fighter’, shares original content regularly to continue interacting with fans. To create a sustained interactive platform for celebrities and fans, CELEBe will continue producing original content with many celebrities.

Honey J, the leader of the dance crew ‘HolyBang’ ▼

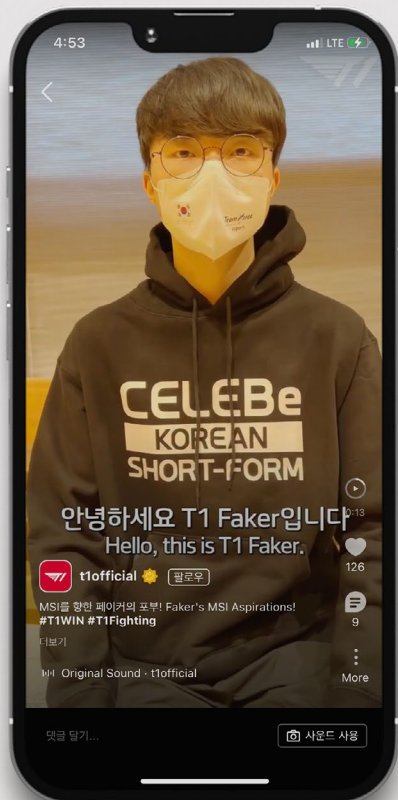


HolyBang
101

Expanding into Asia with K-Gaming

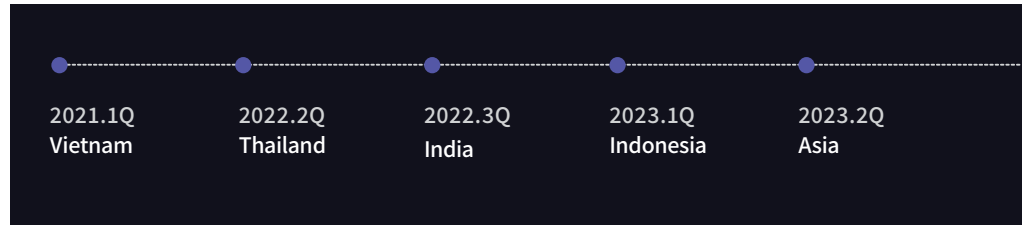
By forming official partnerships with influencers in diverse fields, we will provide an interactive platform that connects celebrities, groups, and their fans. The company has signed a partnership with the prestigious League of Legends Champions Korea (LCK) team, T1, which recently achieved an undefeated season and the record of 10 total championship wins in the LCK league.

Through this partnership, T1 and CELEBe Korea aim to improve the convenience of communication between the T1 squad and their worldwide fandom so that they can interact more actively and intimately. Due to the popularity of 'K-gaming' and 'Short-form' media, global expansion is accelerating in Vietnam, Thailand, India, and other Asian countries.



▲ Faker, league of Legends T1 player, 's CELEBe video

CELEBe Asian Market Entry Roadmap



Partners entering the Vietnamese market (3rd quarter of 2021)



- ① Concluded LCK exclusive relay license agreement
- ② Signed MOU with Vietnam’s largest MCN ‘Box Studio’
- ③ Recruitment of popular Viet nameese celebrities
- ④ Telco Marketing, Vietnam’s top 3 tele-communications company

Celebe was designed to increase the influence of Korean content platforms using Hallyu content, to grow in parallel with global media platforms such as TikTok and YouTube Shorts. Although Korean content has gained success recently, its ownership has been transferred to global platforms like Netflix, and Korean content companies are losing influence.

By composing the metaverse, AR/VR, and avatar functions, CELEBe will take the lead in fostering creators and protecting Korea content IP, which is CELEBe’s ultimate goal, and gathering creators in one place to create and provide rich content.

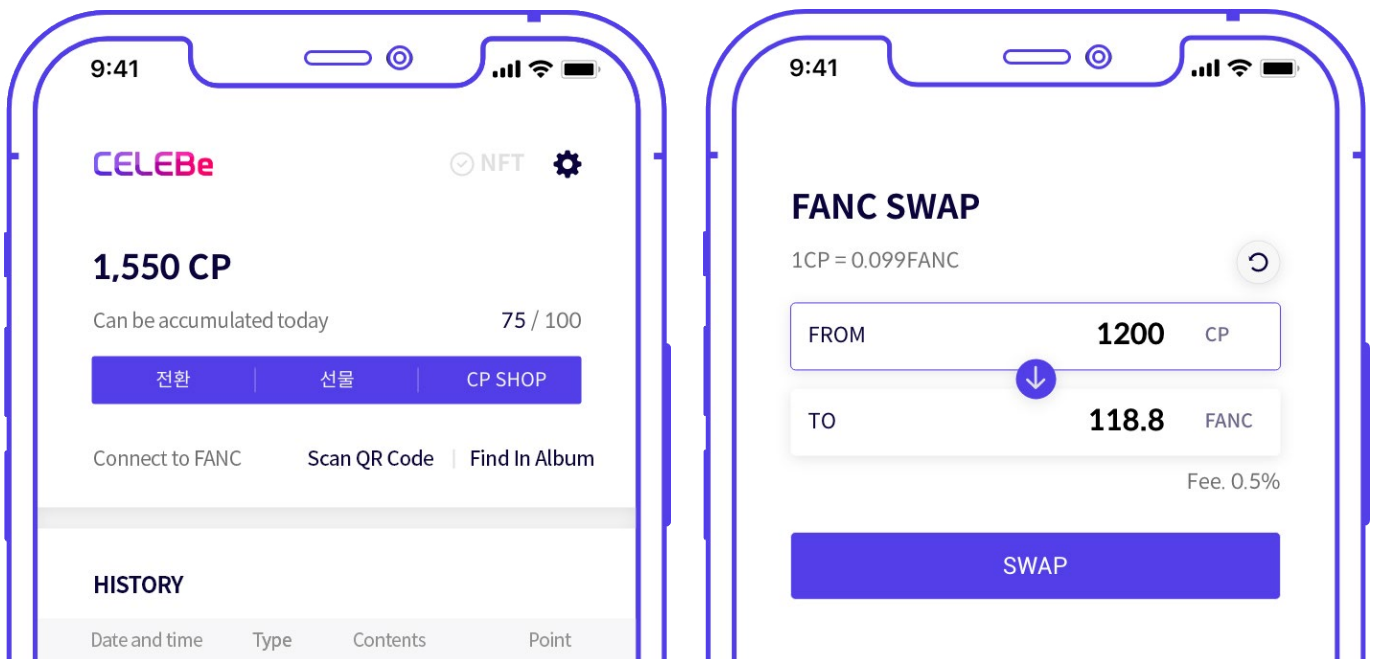
2.1.2 Connected Point(CP)

We created Connected Point (CP) to integrate mileage points earned through CELEBe activities. The concept is similar to the concept of mileage points for various services that we are familiar with. Even though the Connected Point can be used on CELEBe alone, we plan to support payment in various services to meet the needs of users who want broader connectivity. However, in the future, unlimited introduction of Connected Point will be possible not only in CELEBe, but also in various service fields, so usability and compatibility will be considerably enhanced.

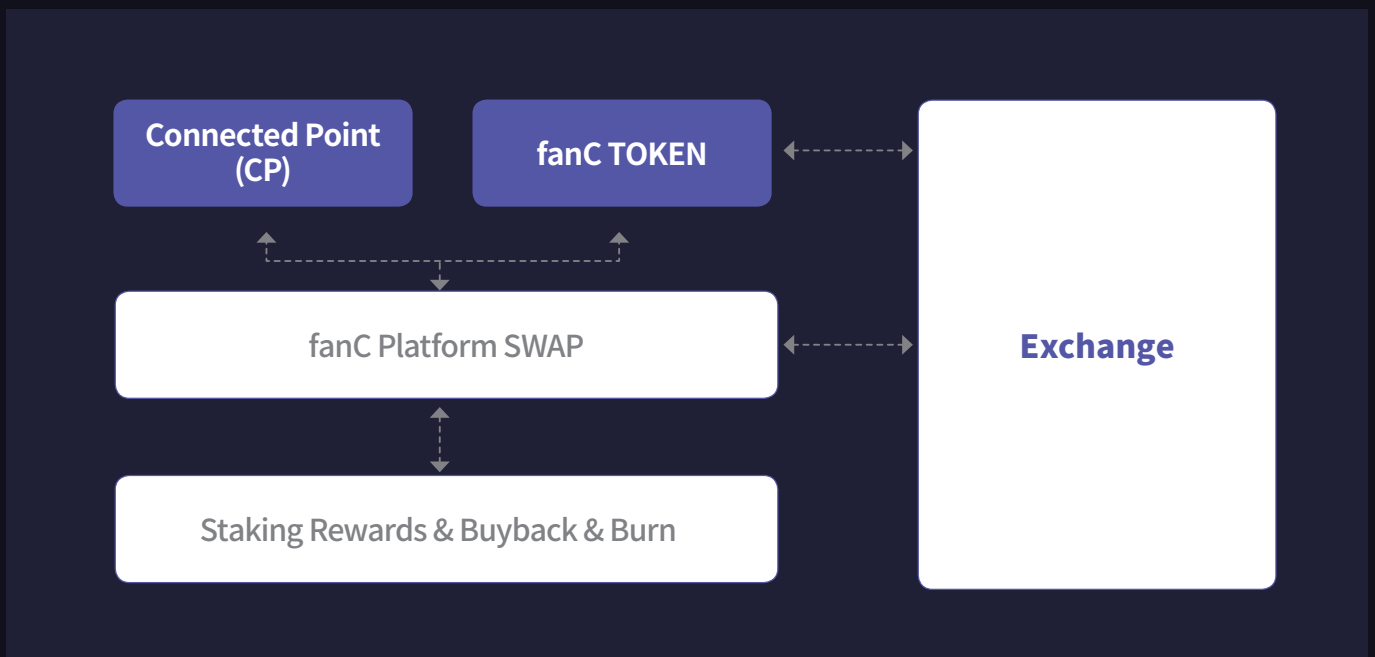
Since Connected Point is a mileage point for general services, it can be conveniently used by anyone, even those unfamiliar with blockchain. As fanCToken(FANC) is converted to Connected Point, its price fluctuates with real-time prices on the virtual asset exchange where fanC Token is listed, but Connected Point's price remains constant. As a result, Connected Point users are not directly affected by price changes.

FanC's SWAP service allows users to convert Connected Point directly to fanC Tokens. FanC Side-chain records all transactions on the blockchain, and near-zero transmission fees will be implemented, so users do not experience difficulties using the transmission service.

However, users who utilize the SWAP service for transaction services will pay a transaction fee, and the transaction fee will be used for staking compensation, buyback, and incineration, like the fee income of many other services on the fanC platform.



CP & fanc SWAP SYSTEM



2.2 CREATE TO EARN

2.2.1 Stepping Stone

The “**Stepping Stone**” service provided by the fanC platform aims to improve the chronic problems experienced by most unknown artists in Korea and build a sustainable NFT creative ecosystem. As its name suggests, the service aims to stabilize and sustain the creative environment by solving the problem of unknown artists not even being able to trade with consumers.



▲ ‘Stepping Stone’ of unknown artists and MZ consumers who can introduce works and lead to transactions

As FanC considers the growth of an unknown artist to be the growth of the platform, it offers all-round support to any skilled artist. Through its NFT Marketplace, Metaverse 3D Art Gallery, and support for the sale of works produced by unknown artists, the fanC platform seeks to expand distribution of works. We will build **STEPPING STONE** to support single creators who plan, produce, and distribute content on an individual basis. As an example, the fan Foundation will provide direct support to creators that meet the self-examination criteria (production capacity and development potential, etc.) for participation in CELEBe. A selected num-

ber of creators will receive 1:1 SUPPORT for NFT registration on the fanC platform, airdropping fan Token (FANC) when selling works, and exhibit space support and promotions.

Selected creators will be provided with 1:1 SUPPORT to receive assistance on how to register FT works on the fanC platform, how to airdrop fanC Token vouchers when selling works, and seek support for various exhibition spaces and promotions.

2.2.2 Fandoms NFT

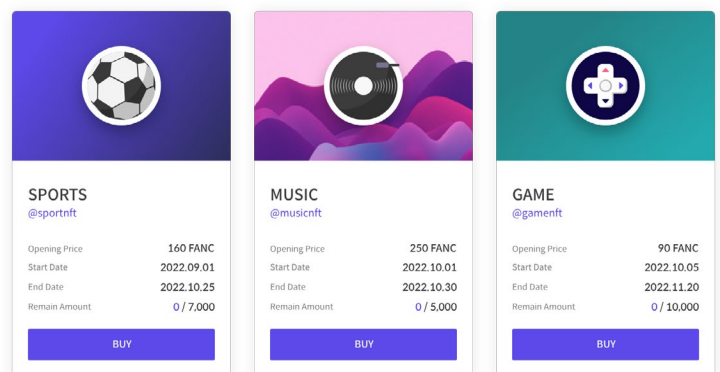
Influencers can use Fandoms NFTs to strengthen fan communities by issuing individual NFTs and providing various forms of participation. The Fandoms NFT can be purchased and traded at any time using the fanC Token (FANC).

A fandom is a group of people who support a certain target and the culture surrounding that target. As popular cultures spread, its fandoms exercised social and cultural influence. This gave rise to the term ‘fandom culture’.

Until now, fandom culture has been faced with a structural problem that limits its continuity because it did not create mutually beneficial relationships. Fandoms NFT can become a new fandom activity through which influencers and fans communicate together as a realistic alternative to these structural problems.

The owners of Fandoms NFT can directly support their own influencers, and influencers can increase the value of the corresponding Fandoms NFT as they gain more fandom power. Those who own Fandoms NFT will not only benefit from Fandoms NFTs that increase in value, but will also be able to utilize special communication channels with their influencers.

Voting is one way to communicate your opinion to an artist. For example, owners of APLNFT can enter a chat room to communicate directly with APL, request APL to produce a congratulatory video, and vote on the concept of their new album with other APL fans. Additionally, Fandoms NFT users can acquire fanC Tokens through a partnership with the fanC team. APL athletes will be able to experience a new blockchain-based fan participation culture with Fandoms NFT, and will be able to expand the preliminary fandom power. With limited edition Fandoms NFTs issued directly by influencers, influencers and fans can use new methods to generate incentives and build loyal fan cultures.



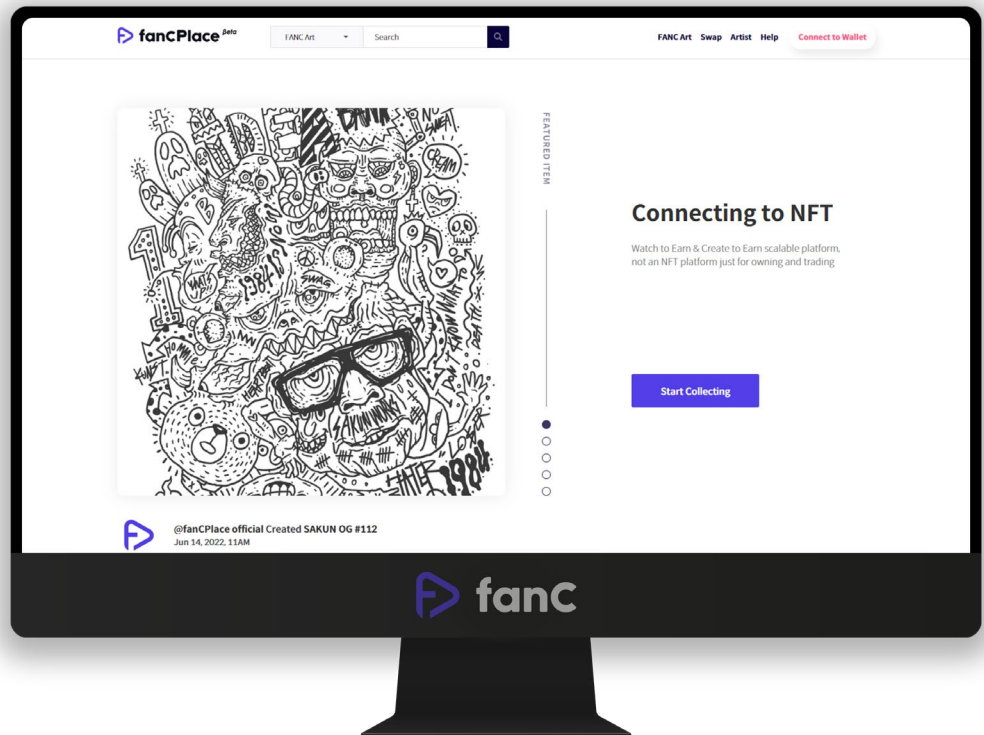
3. PRODUCT

3.1 NFT MARKET PLACE

3.1.1 Public Market

In fanC NFT Marketplace, NFT digital content can be created, purchased and sold. In the fanC Marketplace, buyers can purchase NFTs at a desired price through an auction, or trade at a fixed price like a general store transaction. The blockchain network verifies ownership, including the transaction process, through smart contracts applied to all records.

With the fanC NFT Marketplace, users can easily create images, videos, audio files, etc. as NFT content, as needed. By becoming a creator, users can earn rewards as well as exchange content with influencers through the fanC NFT Marketplace.

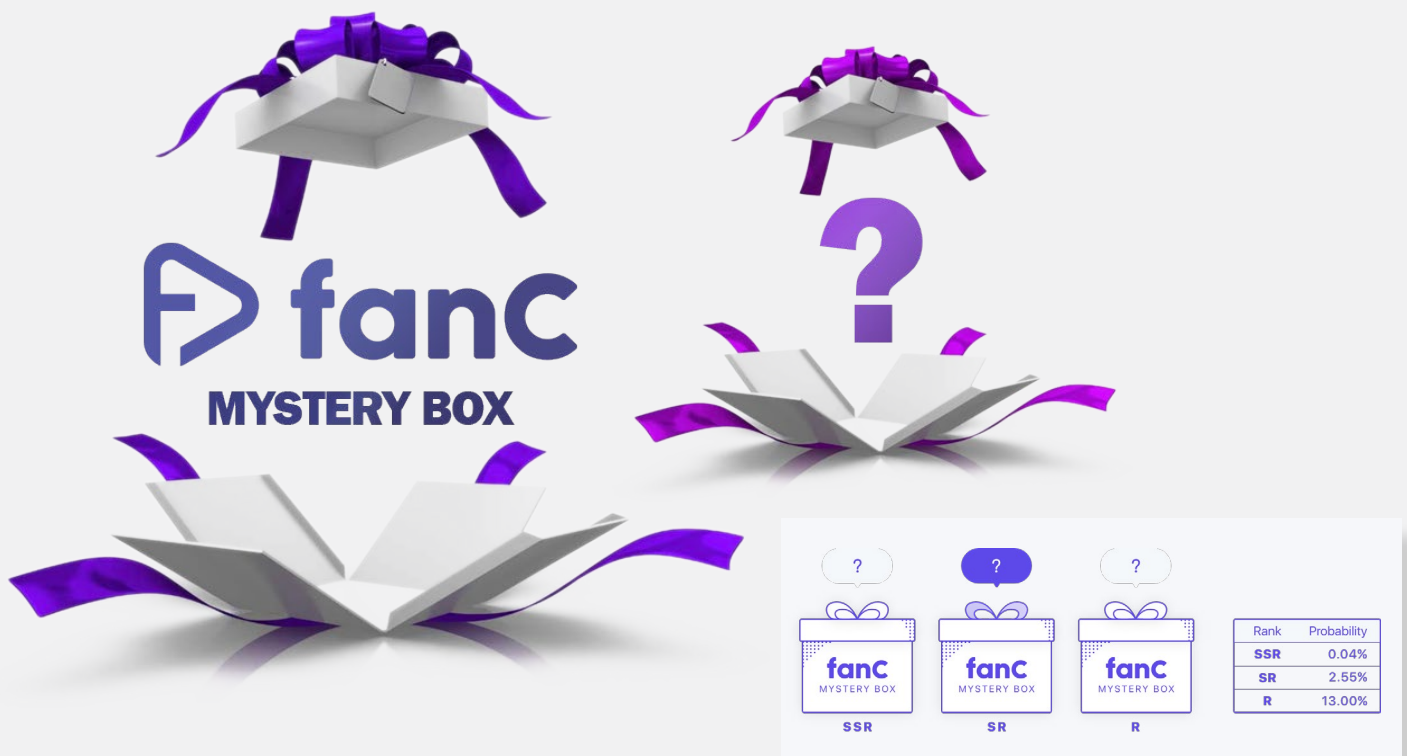


▲ fanC NFT Marketplace

3.1.2 fanC Mystery Box

FanC NFT Mystery Box sells Mystery Box, the content planned by the fanC team, and users can open or resell the purchased Mystery Box on the NFT marketplace.

When you open the Mystery Box, you acquire probability-type NFTs for each grade introduced on the sales page. The fanC team will collaborate with partners to launch Mystery Boxes in diverse fields like influencers' NFTs, blockchain game items, and CELEBe avatars. Due to the limited edition nature of this Mystery Box, only a limited number will be issued. To prevent a single user from making exclusive purchases, a method of limiting purchases may be applied.

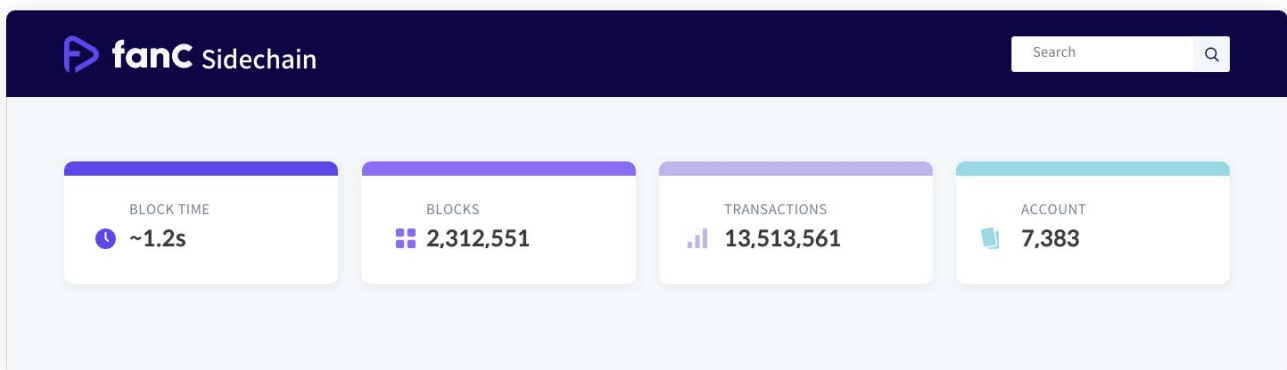
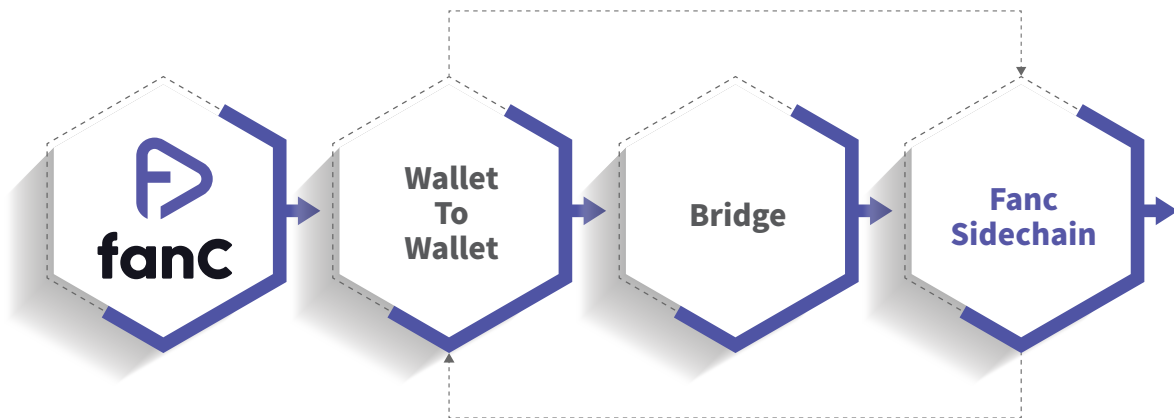


3.2 FANC SIDECCHAIN

3.2.1 Architecture

The fanC Sidechain is an independent blockchain network designed to enhance the scalability and convenience of the fanC NFT platform.

This is the first NFT platform with a sidechain that cannot be found on any other NFT platform due to its fast transaction processing speed and near-zero fee. Sidechain does not require secondary learning, and can be used conveniently as a wallet-to-wallet connection. This will naturally increase the transaction volume and liquidity of various NFT contents on the NFT marketplace.

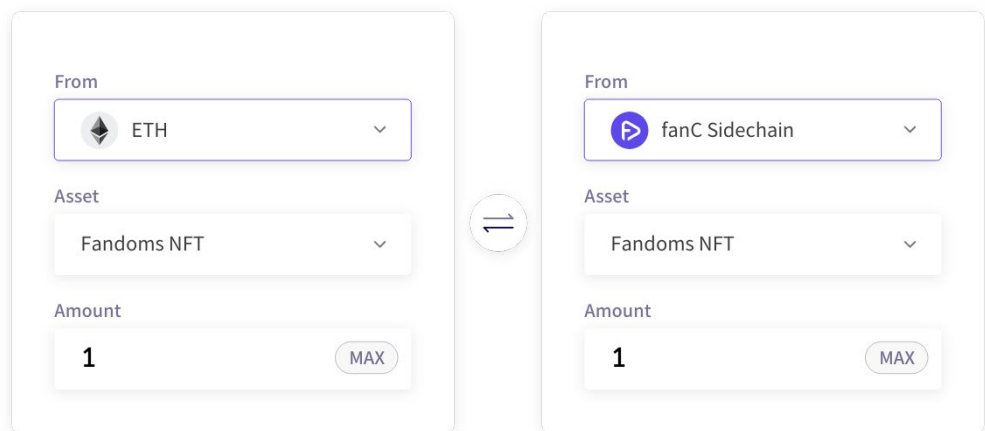


3.2.2 Bridge & Wallet

FanC Bridge & Wallet operate as a sidechain of Ethereum Network, independently developed for the fanC platform. A sidechain operates independently of the existing Mainchain by using its own transactions and works in parallel with it.

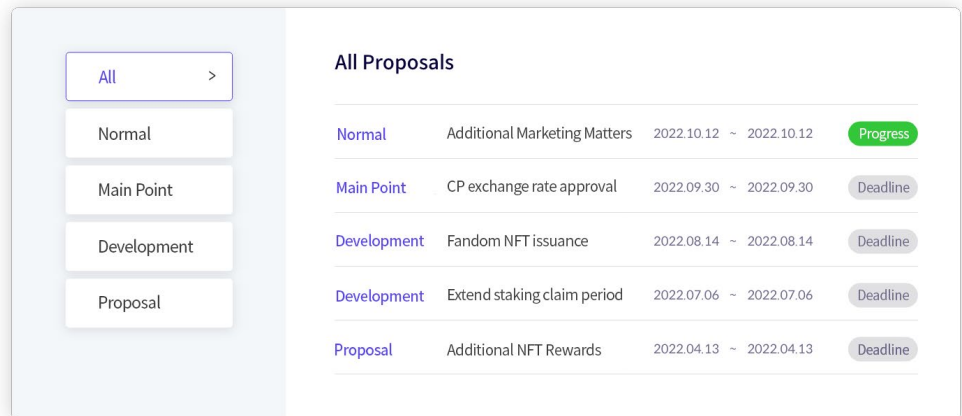
FanC is planning to support various virtual asset wallets, including Metamask. Due to high transmission fees and transaction delays, the Ethereum Network is disadvantageous as the number of users increases. Therefore, we propose to build and use the fanC Sidechain based on the Bridge & Wallet system. With fanC Sidechain, you can seamlessly send, receive, SWAP, stake, and govern in addition to other services provided by the existing fanC platform. NFT content created on the fanC platform can be traded and moved between the fanC Sidechain and Ethereum Network through the fanC Bridge & Wallet, increasing the utility of the blockchain network for NFT content.

SIDCHAIN FANC BRIDGE



3.2.3 Governance

FanC is developing into a decentralized platform that manages and decides policies proposed by users and communities. Users of the initial fanC NFT marketplace can receive airdrops of fanC Tokens (FANC) and participate in governance by purchasing fanC Tokens from decentralized or general exchanges. As a result, users and creators can vote on updates and propose new policies for the platform’s development. The policy passed by a majority of votes will be reflected in the fanC platform to create a governance run by all members who want to make the fanC platform more valuable. Moreover, voting in the initial Governance activity can be done with fanC tokens allotted to the fanC team.



All Proposals				
All	Normal	Additional Marketing Matters	2022.10.12 ~ 2022.10.12	Progress
	Main Point	CP exchange rate approval	2022.09.30 ~ 2022.09.30	Deadline
	Development	Fandom NFT issuance	2022.08.14 ~ 2022.08.14	Deadline
	Development	Extend staking claim period	2022.07.06 ~ 2022.07.06	Deadline
	Proposal	Additional NFT Rewards	2022.04.13 ~ 2022.04.13	Deadline

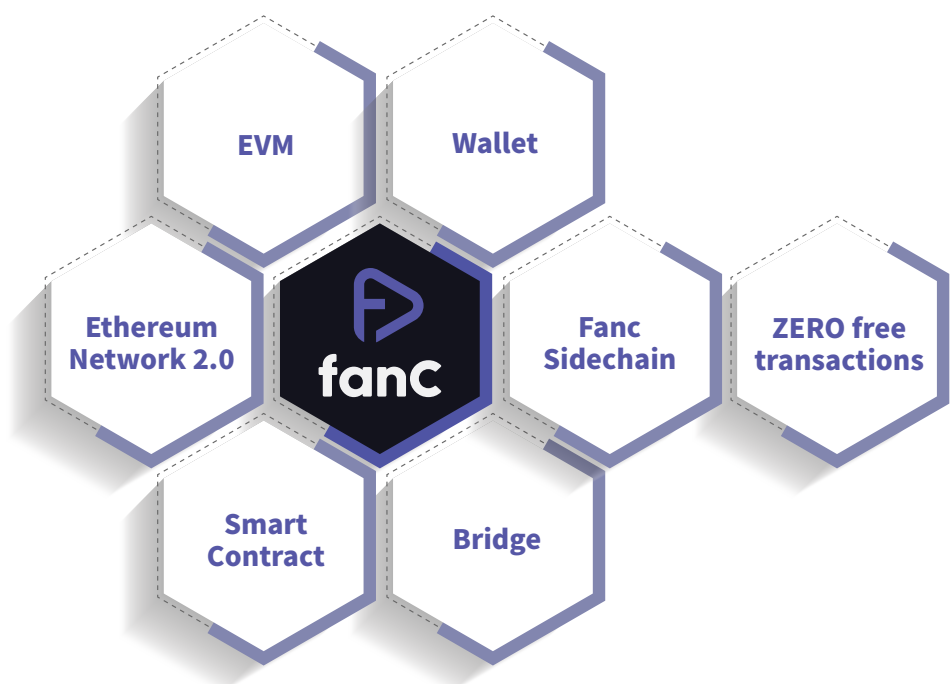
4. TOKEN ECONOMICS

4.1 TOKEN UTILITY

The fanC Token (FANC) is an Ethereum Network utility token designed to reward creators and users of CELEBe. As a result of Ethereum 2.0, creators and users have access to quicker transactions and reasonable transaction fees. Users can experience near-zero transmission fees and high speed with fanC Sidechain.

TOKEN DETAILS

Symbol	FANC
Network	Ethereum(ERC20)
Contract	0xbb126042235e6bd38b17744cb31a8bf4a206c045
Decimals	18
Total Supply	3,000,000,000



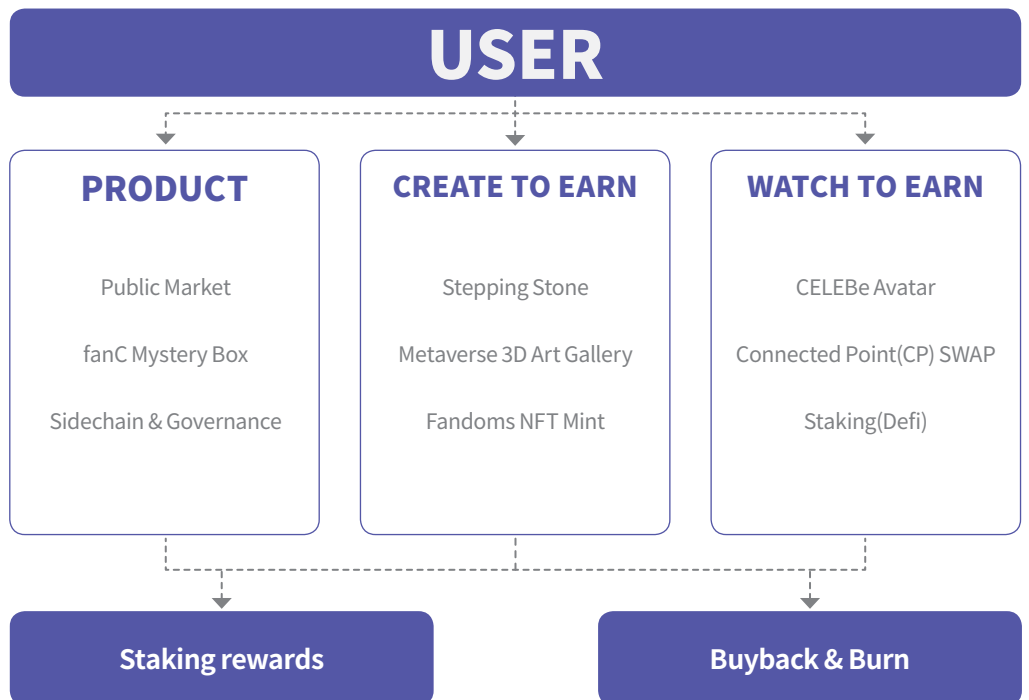
4.2 ECOSYSTEM

Through the short-form content platform CELEBe, fanC Token (FANC) provides users with new services such as NFT trade and builds a creator economy.

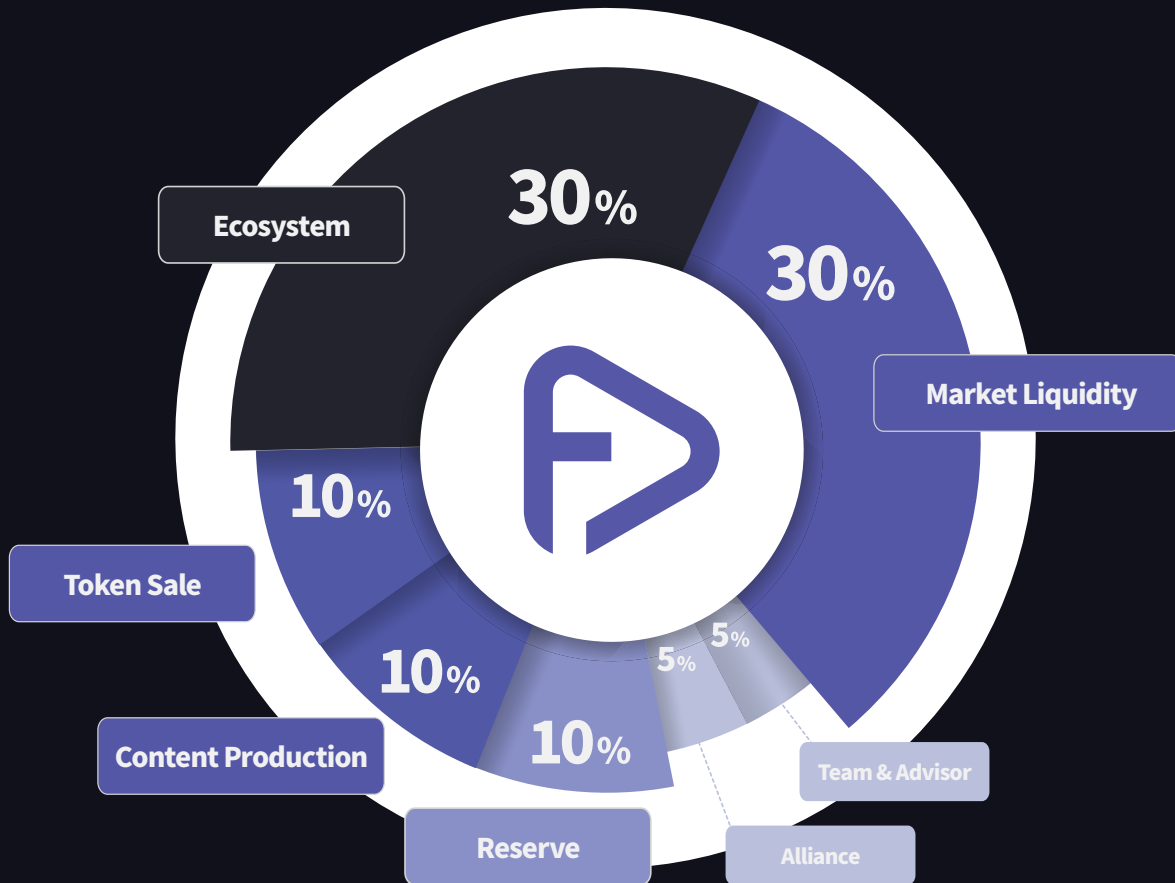
FanC Token can generally be purchased at a decentralized exchange or virtual asset exchange where it is listed. Apart from the general purchase method, in the fanC Token ecosystem, users can earn fanC Tokens through content creation on Celebe, online activity rewards on Celebe, content creation and registration rewards in the initial NFT marketplace, participation in influencers' Fandoms NFT ecosystem, market transactions through CELEBe AVATAR collection, and participation in Staking and Governance.

It offers a variety of services, such as methods of payment in the NFT marketplace, limited edition fanC mystery boxes, Fandoms NFT, CELEBe AVATAR synthesis, staking & governance, and items for purchase from the Metaverse 3D Art Gallery.

In fanC Token's ecosystem, commissions generated by various services are redistributed via staking rewards, buybacks, and incineration of fanC Tokens.



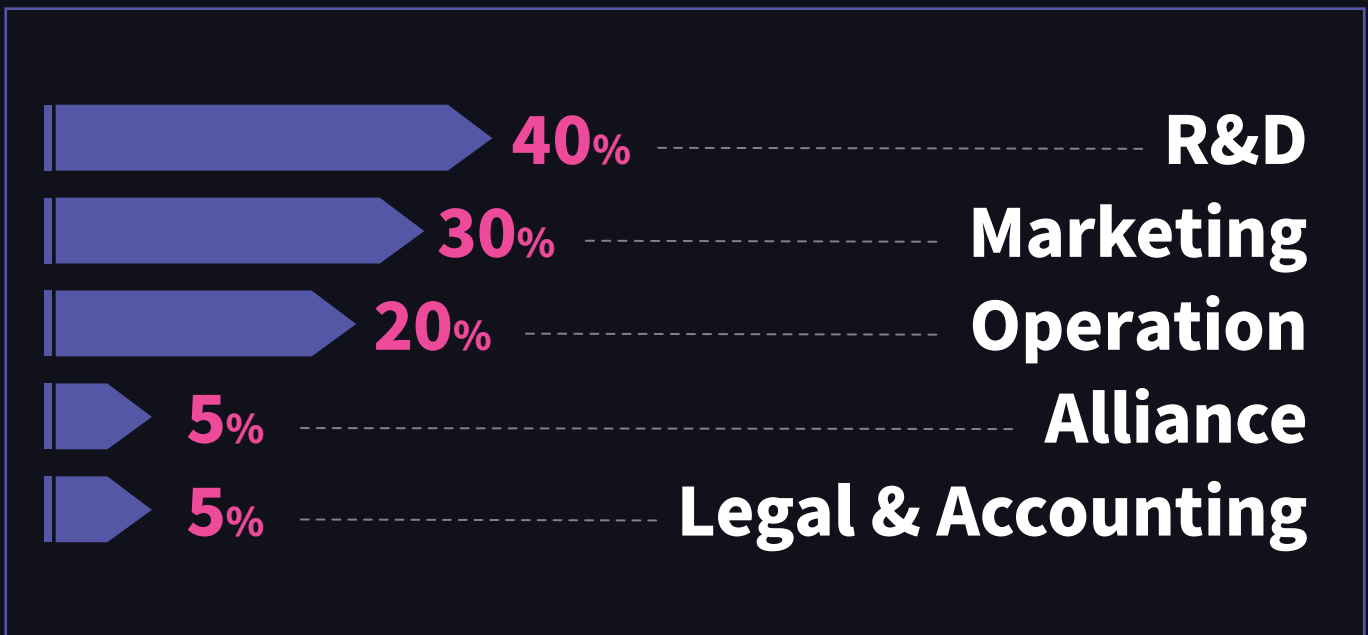
4.3 TOKEN DISTRIBUTION



1	Ecosystem	30%
2	Market Liquidity	30%
3	Token Sale	10%
4	Content Production	10%
5	Reserve	10%
6	Alliance	5%
7	Team & Advisor	5%

4.4 USE OF FUND

We plan to use 40% of the fund for development purposes in order to improve fanC’s core platform and secure partnerships to grow. In order to motivate new users, 30% will be allocated for marketing activities such as Watch to Earn and Create to Earn rewards. Approximately 20% of the funds will be used for operating the fanC platform and token, as well as for sustaining the organization’s business value creation efforts. 5% of the fund will be used to comply with laws, regulations, and ensure that the fanC platform is secure to grow as a global NFT platform. The remaining 5% will be used to support the Alliance ecosystem so that the fanC platform and NFT ecosystem can grow. Adjustments can be made to the ratio in the course of the business development of fanC Token and the fanC platform if a situation arises that requires it.



5. TEAM & ADVISOR



SONG BAEK-KYOUNG
 FanC, Co-founder
 FanC, Crypto Art Director
 Currently a writer under YG Entertainment
 CELEBe official CM composition
 Hip-hop group 1TYM debut



HWANG IN-WOO
 CEO of HL Company
 Hosted by Korea Arts and Culture Award
 Organized project for 10 people who made Korea shine
 Best Entertainer Contest Organized Planning
 Organized by Chunsa Film Festival



LEE DONGHO
 FanC, CEO
 Former Managing Director, SC First Bank
 (Card business manager, external cooperation)
 Former Amex GNS Korea Representative
 University of St. Louis, USA
 (Bachelor / Graduate School of Business MBA)



PARK SEONGHUN
 CELEBe, CEO
 Ph.D. in Computer/Information and
 Communication Engineering, Konkuk
 University
 (Big Data, Distributed Processing Major)
 Former GrooveIT CEO



HENRY KIM
 FanC, CTO
 Virtual Asset-based international exchange development
 Design and construction of diverse national projects based on blockchain
 Chief developer of in-house mainnet development team
 Department of Blockchain, Korea University Graduate School



KIM SUNGHOON
 CELEBe Co-CEO (Management/investment)
 Brown University, Bachelor of Economics
 Stanford University Master of Industrial Engineering
 Master's degree in MBA at Yale University
 Deutsche Bank Seoul IB M&A
 Leadstone Investment Advisory
 Startup/300 billion won asset management and investment



PARK SUNG-UK
 CELEBe Shareholder Partner
 Brown University, Bachelor of Economics
 Dropped out of business administration at Seoul National University
 Graduated from Harvard Law School Graduate School J.D.
 Allen & Overy NewYork Attorney
 Partner of Kim & Chang Law Firm
 Partner of Hwawoo



SHIN INSIK
 CELEBe Shareholder Partner
 Bachelor of Computer Science at Korea University
 Stanford University Computer Science Master's degree
 Dr. University of Pennsylvania Computer Science
 Professor of Computer Science at KAIST Korea Institute of Science and Technology



KIM JI-UK

SM C&C General Manager (Producer)
CJ E&M Executive Producer
Awarded Hallyu Contents PD Division (2018)



SHIM EUNJIN

Participation in solo exhibitions and various exhibitions
Artwork & photo work for D.ear's single album 'I miss you'
Ra.D Single Album 'Still' Artwork & Photo Work
Hello, Stranger art book published
Megan hess Iconic in Seoul. space design



BAE JUNGNAM

Magazine GQ, Esquire, Maxim, Vogue Model
SBS Entertainment Awards Hot Star of the Year Award (2018)
25th KBS Entertainment Awards Hot Issue Entertainer Award



KIM SOOYONG

Studio Zeeha Original member
23rd and 24th Director, Korea Cartoonists Association
Member of Korean Committee of International Cartoonists Contest (ICC)
Recorded as a million-seller with Hip-Hop
Adjunct Professor, Induk University



JO JUNGRAE

Screenplay, director, music support, lyrics for the movie 'Singer'
Director, Producer, Screenplay for the movie 'Homecoming'
Debut as director of the short film 'Jong-gwi'



LEE SANG-GU

Co-CEO, Welfare State Society
Advisor to the Office of the Minister of Health and Welfare
Presidential Secretariat Policy Office Administrator



PARK MOON-HEE

Hosan University Professor/Dean
2011 World Athletics Championships Opening Ceremony Performance Directed
Cheongju University Graduate School of Arts, Drama, Literature and Arts



KIM BONGSUB

3rd place at the KPGA Tour Busan Gyeongnam Open
3rd place at the 61st KPGA Championship on the KPGA Tour
Long Hit Award at Korea Professional Golf Awards



PARK HUI-YEONG

President, Seoul Economic Association
Director of the Cultural Center for the Spirit of Contemplation
Chairman of Seoul Economic Association
Doctor of Education, Henderson Christian University



KIM GEUNBUM

Spomax CEO
Representative of the organizer of Muscle Mania Korea
MaxQ International CEO



KIM JUNG-WI

Former Minister of Environment
President of Korea Arts and Culture Copyright Association
Standing Advisor to the Liberty Korea Party

6. PARTNERS



7. ROADMAP



8. DISCLAIMER

THE FOLLOWING DISCLAIMER SHOULD BE READ CAREFULLY.

The contents of this white paper have been prepared for general reference purposes regarding the fanC platform and fanC Token (FANC), and the white paper is not intended to make any promises or endorsements.

Neither we nor the information described in this white paper guarantee accessibility, quality, accuracy, completeness, etc. of the service. The fanC platform and fanC Token (FANC) are currently in development and are being continuously developed for various service updates, including the NFT Marketplace.

In order to promote FanC platform and fanC Token, the white paper may be reviewed and revised based on reasonable business conditions (operations, financial status). Updates may be made from time to time. As a result, neither fanC platform nor fanC Token guarantee plans, future expectations, or achievement of goals, and nothing in this white paper should be construed as a promise or pledge.

This whitepaper is not intended to constitute a recommendation for the purchase of the fanC platform or fanC Tokens, or to facilitate investment solicitations, purchase decisions, etc. In no case should this white paper be construed as an offer to sell or purchase fanC Tokens, nor can it be used to make decisions for investment or contract. This white paper does not obligate anyone to conclude a legally binding contract for the sale of fanC Token, and it may not be used to solicit or receive funds.

In no jurisdiction should this white paper be construed as a business plan, business prospectus, proposal, an investment proposal, units of business trusts, units of collective investment plans, etc. As defined by other jurisdictions, fanC Tokens do not constitute securities, units of business trusts, or units of collective investment schemes.

In whole or in part, this white paper cannot be reproduced, distributed, or disseminated. No regulatory authority has reviewed, tested or approved the information in this white paper.

The white paper is an evaluation of the future possibilities of fanC and fanCToken, but it should not be construed as a promise. These contents are not guaranteed to perform in the future.

Financial risk may apply indefinitely to the purchase of fanC Token, and nothing in this whitepaper should be taken as business, legal, financial, or tax advice. It is recommended that you seek the advice of other experts in the corresponding field.

The potential risks associated with fanC Tokens and the fanC platform should be carefully evaluated and understood before investing in them.

Potential risks beyond our control are as follows:

1. Loss of the private key to the virtual asset wallet in which fanC Token is stored
2. Changes in global economic and virtual asset market conditions
3. Social and political changes
4. Changes in the stock market or virtual asset market environment
5. Regulatory changes in countries where fanC platform and fanC Token operate
6. Competition between the fanC platform and other platforms that may adversely affect the fanC token
7. Intentional or unintentional interference by third parties or other individuals by planting harmful or malicious code
8. A natural disaster that causes a business operation to be disrupted by force majeure

There may be evident changes to the fanC platform and fanC token as a result of these changes. There is no guarantee or promise that the fanC platform or fanC Token will be completed. The fanC team makes all decisions regarding the fanC platform and fanC Token at its discretion. This white paper also contains unforeseen risks, so it is not limited to those specified in the disclaimer. Unexpected combinations and variations can also occur with risks.

The value of the fanC platform and fanC Token may be negatively affected if the risk specified in the disclaimer of this white paper is not mitigated. It is recommended that you seek the advice of other experts.