



Whitepaper v1.0.0

00. Disclaimer

01. Background

1.1 Digital Asset Market Status

1.2 Innovative Decentralized NFT

1.3 Utilities and Market Size of NFT

02. MOI Blockchain Platform

2.1 MOI Blockchain Platform

2.2 MOI NFT Service

- MOIZA (MOI + PLAZA) Social Platform

- MOI Staking Service

- MOI DABS Service

- MOI DEX(Decentralized Exchange) Platform

03. MOI BLOCKCHAIN TECHNOLOGY

3.1 MOI Ethereum Smart Contract Technology

04. Token Allocation and Sale

05. Team & Advisors

06. Roadmap

07. Partnership

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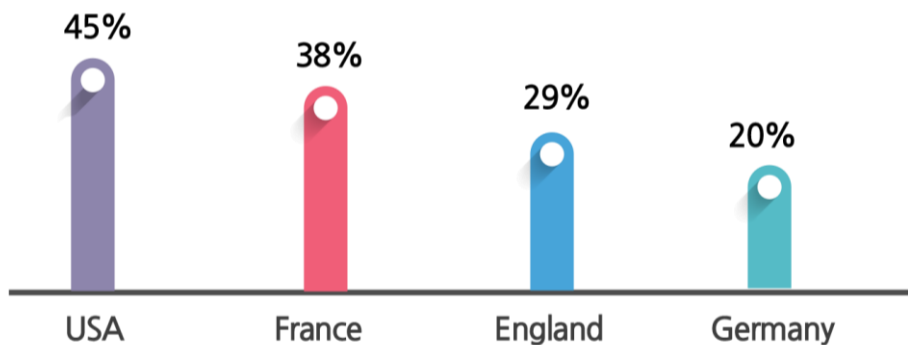
DIGITAL ASSET MARKET STATUS

In today's world, digital assets are becoming more important than ever. These assets include: photos, logos, illustrations, animations, games, game items, audio-visual media, documents, and many other digital formats and their metadata. The number of digital assets is growing exponentially as the consumer digital devices such as smartphones are heavily used daily. With the steady growth in the number of software applications and user devices, it is expected that the digital assets will gain more importance as way to generate revenue.

Also, the Covid-19 pandemic has brought forth new trends on a global scale. With over 43% of the global population, or 3.38 billion people practicing social distancing, demands for non-contact contents and entertainment have skyrocketed. At the same time, the global economy is also experiencing a recession due to declining consumption, production, and export. While in-store consumption has decreased sharply, people have turned to online consumption, creating a monthly average of 240,000 transactions on game item trading, totaling an annual trading volume of 1.5 trillion KRW.

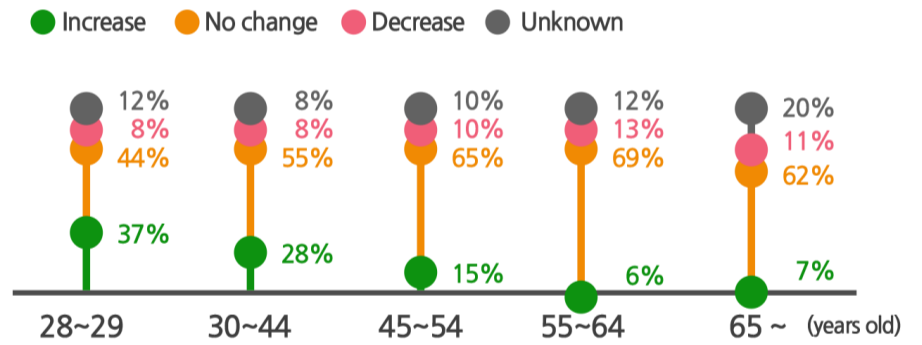
While the global economy affected by Covid-19 has been comparable to the Great Depression, the digital game industry has benefitted from the pandemic, with increased sales and number of users during the crisis. In addition to the increased revenue, the game industry earned social recognition and praise as the online games served as a meaningful medium for people to stay connected.

<Increased time spent on games compared to the previous week – Week 4, Mar. 2020>



Source: Morning Consult(2020.04)

<Changes on Game Expenditures due to the Pandemic – Week 1, Apr. 2020, USA>



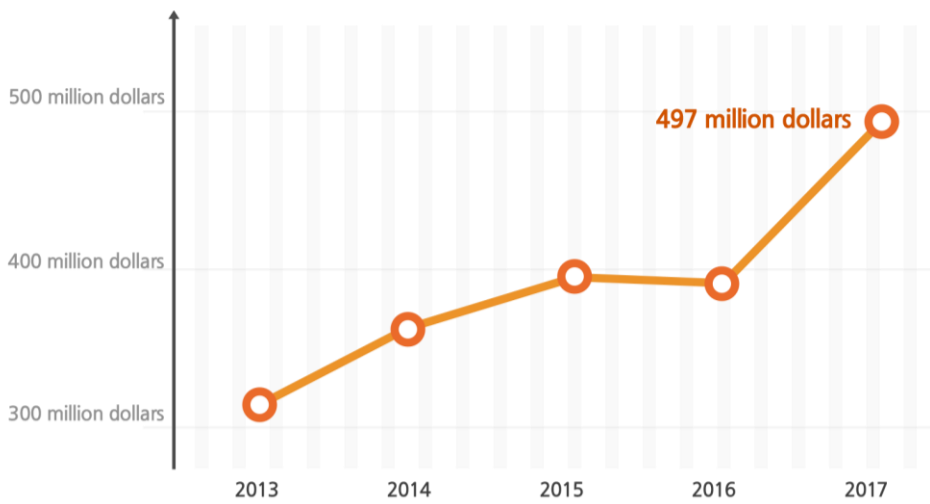
Source: Morning Consult(2020.04)

The art market is also facing major changes. While the market had been dominated by auctions in the past, art fairs are gradually impacting the market trends. However, due to the global pandemic and staggering economy, offline art fairs are losing their appeal, while the online art market is rapidly expanding. Yet, the influence of global art fairs such as Art Basel, Frieze, FIAC, and TEFAF is still prominent.

“Pareto's Law” refers to the phenomenon that the top 20% of the income distribution accounts for 80% of the world's wealth. The law also applies to marketing, as the top 20% products account for 80% of the total sales. Such phenomenon is more acute in the art market. The sales of the top 1% of artists make up for the half of the total market sales. According to the Art Market Report 2017 published by Art Basel and UBS, the total amount of artworks auctioned in 2016 was \$22.1 billion USD (about 25 trillion KRW), a 26% decrease from the previous year. Out of the total 48,380 artists who sold their work, the top 15% accounted for 82% of the total sales. The sales of the top 1% made up the half of the total sales. As collectors becoming reluctant to invest in high risk artworks due to the unstable world economy, they prefer to invest in more popular artists, whose works would be easier to resell.

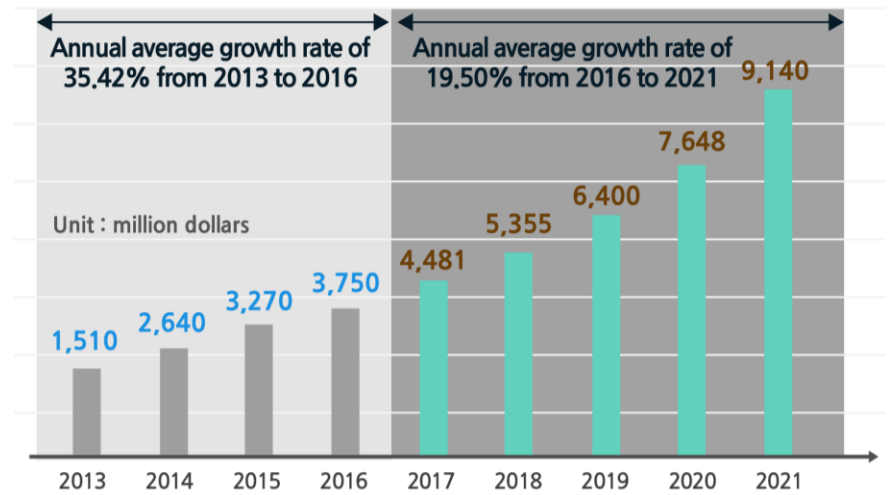
01. Background

<Artwork Trading Volume, 2013-2017>



Source: Art Management Center

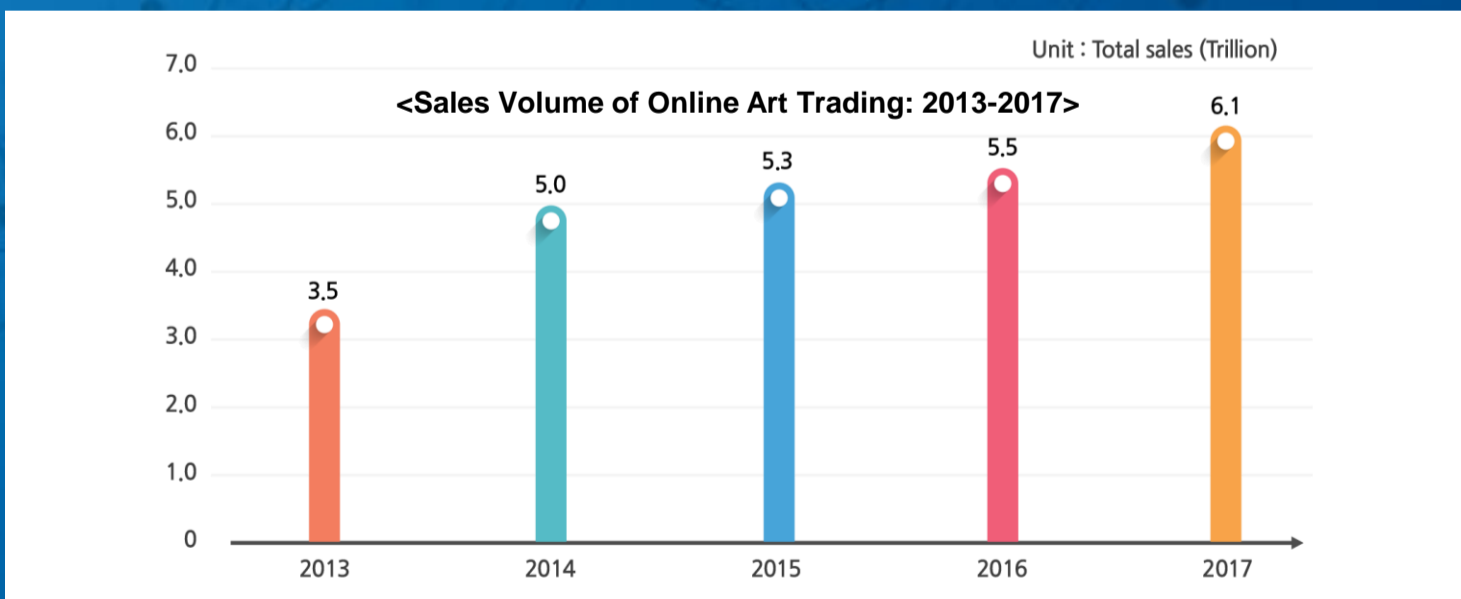
<Growth of Global Online Art Trading Market>



Source: Hitchcock's Online Report

Similar to investors buying undervalued stocks, some collectors invest on works of budding artists who sell at low prices. From the total sales volume of the surviving artists' works sold in 2017, 38% of the sales came from works under \$1,000. 27% of the sales was from works in \$1,000 - \$5,000 range, and 26% of the sales was made from works in \$5,000 - \$50,000 range. In particular, works of younger artists in their 30s to 40s priced at around \$1,000 to \$20,000 have shown steady sales.

On the other hand, works by artists in their 50s or older are selling poorly, because they are more expensive, while their artistic and historical values have yet to be verified. More collectors are beginning to select artworks for investment purposes, rather than just for display or enjoyment. This means the collectors are taking into consideration the artist's transaction records and historical value when making investments. In recent years, Korean art collectors have become more interested in the artworks as investment.. Also in 2017, the total sales of the global online art market reached a record high of \$5.4 billion USD (approximately 6.1 trillion KRW). This figure is an increase of 10% over the previous year, making up 8% of the total sales of the global art market. Over the past five years, the online art market size has grown steadily, increasing by 72%.

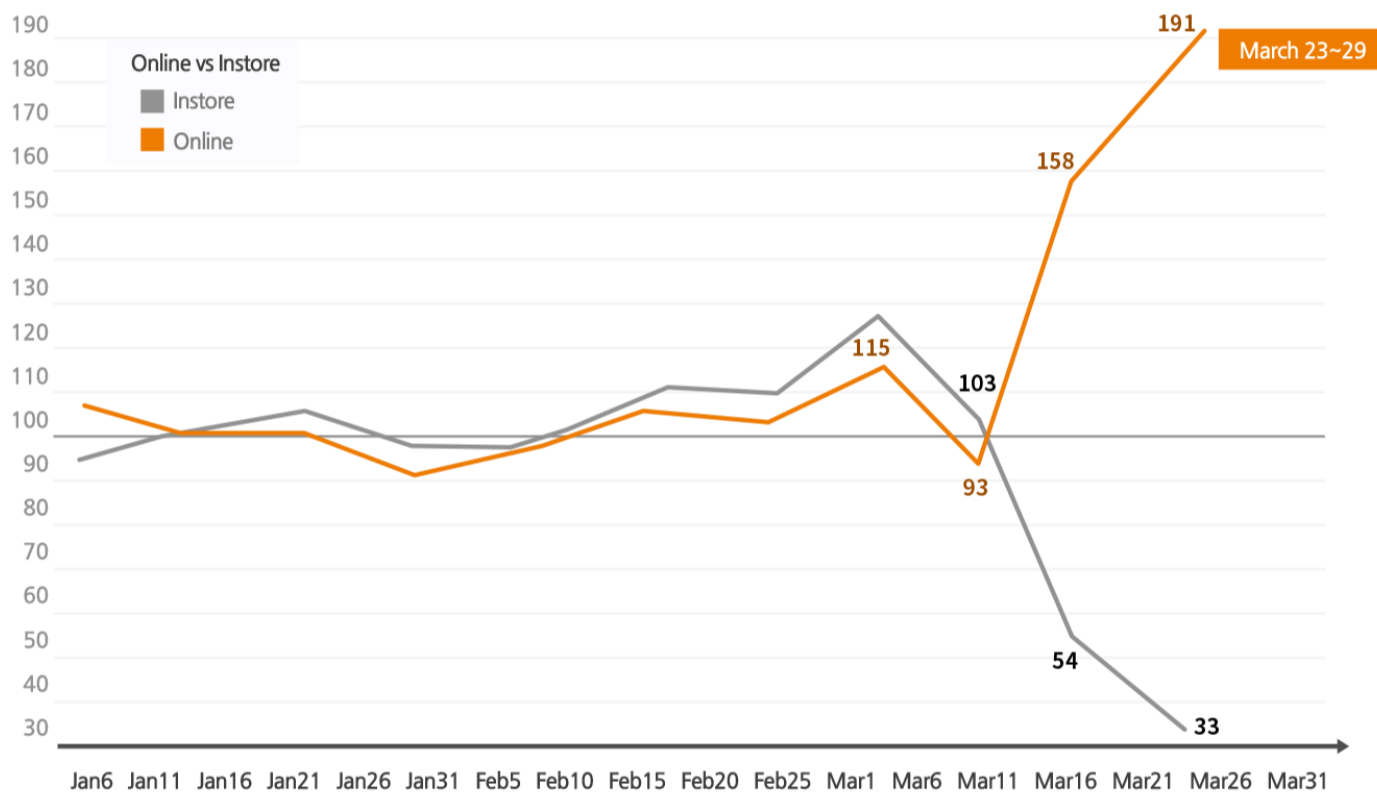


The web service company Akamai announced that the daily web traffic has increased by 50% earlier this month. This figure verifies the conjecture that Covid-19 has caused the retail consumption to take place online, with less in-store shopping. The figure also goes hand in hand with the recent survey conducted by Criteo on 10,000 consumers around the world. Half of the respondents said that their online shopping has increased due to the pandemic.

01. Background

In the midst of the pandemic, more and more consumers are turning to trends related to digital assets and content to stay entertained or stay connected with others. In this new reality of the global-scale economy based on social distancing, we propose “My Only Blockchain-based Digital Asset” that authenticates and protects the value and ownership of digital assets and trendy commodities for the consumers.

<Retailers Making Up for Lost In-Store Sales with Online, Up 91% last Week>



Indexed Weekly Sales for Omnichannel retailers, compared to Average in Jan 1-28 2020.
Same set of retailers with stable instore and online sales tracking during Q1 2020

Source: Criteo

THE INNOVATIVE DECENTRALIZED NFT

Introduced in 2008, Bitcoin popularized the blockchain technology. However, the era of the blockchain truly began in 2015 with Ethereum. Implementing Turing's complete smart contract technology, Ethereum showed new possibilities for blockchain which had been only seen as a means of storing value. Such advancement created an explosive growth environment that featured decentralized ecosystem of functional tokens, DApps (Decentralized Apps).

Blockchain makes reliable and secure transactions possible without the need for a third-party intermediary such as traditional banks. The technology can be used not only for cryptocurrency, but also for all data processing that has online transaction history and requires history management. Blockchain can be applied in various ways such as smart contract, management on logistics, document, medical information, copyright, social media, game items, electronic voting, and identification. As one of the core technologies of the Fourth Industrial Revolution, blockchain has high potential for digital assets management and operation, creating a demand for digital asset platform development.

Non-fungible Token (NFT) is a technology that gives a unique authentication to digital content using blockchain technology. Currently, digital artworks can be reproduced online. With NFT applied, only one digital work can be certified to be genuine. In other words, the NFT serves as the certificate of authenticity. For example, while there are numerous counterfeit replicas of Van Gogh's paintings, if NFT technology is applied to the original piece, the NFT cannot be replicated.

For content creators, the NFT technology provides opportunities and routes to sell their works. Because NFT can be applied to any digital assets, such as paintings by popular or not-so-popular artists, photographs of celebrities, digital images, sound sources of artists, they can be sold with transparency by proving their authentic value. A commission is paid each time the NFT is sold or the holder changes. The rarer and more in demand the work is, the more profit it will bring in for the holder.



<A Popular Platform for NFT Collectibles NBA Top Shot>



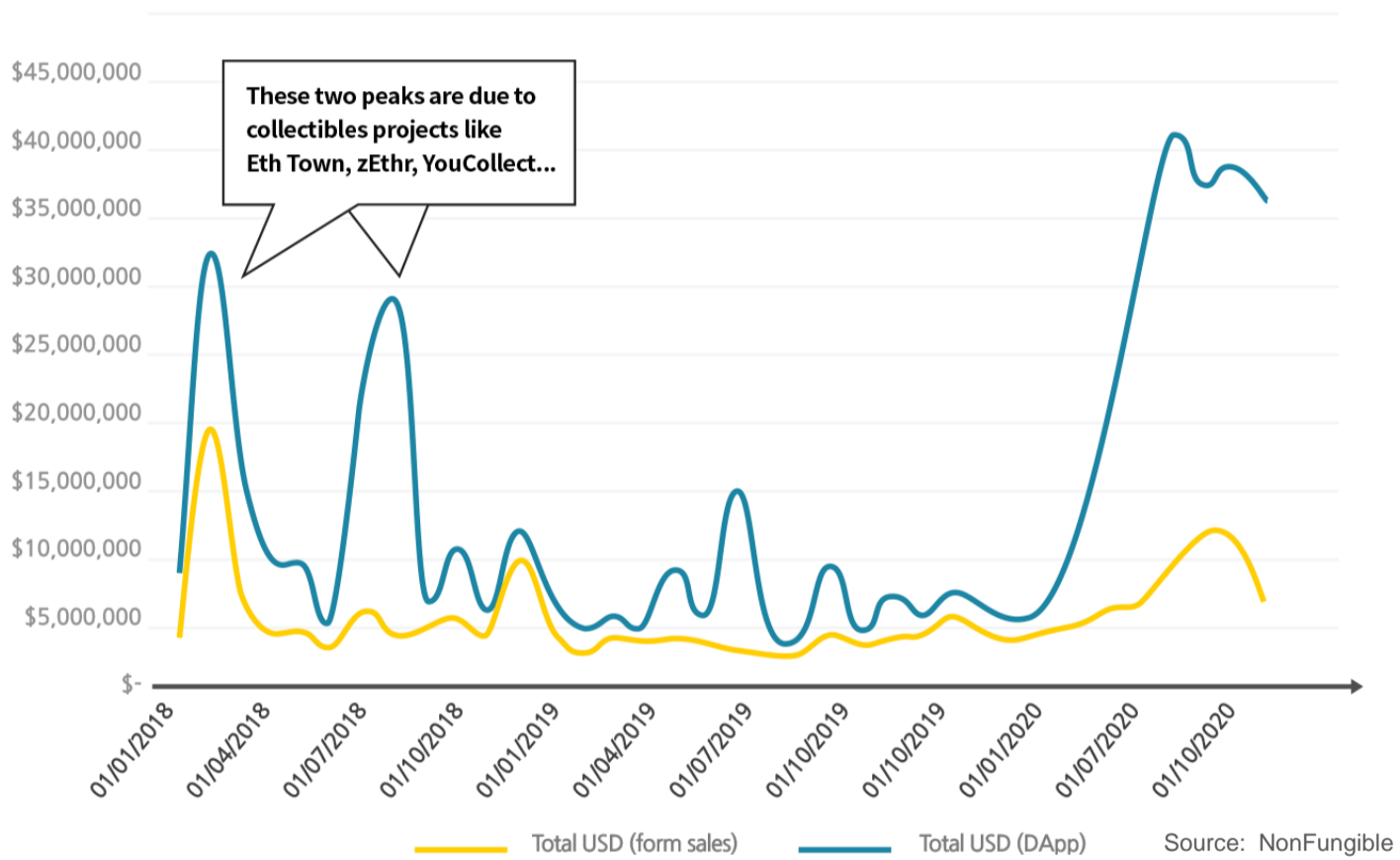
<NFT Game CryptoKitties>

01. Background

Users who purchase NFT can also open fundraising to support their favorite artists. When a user buys NFT, he also gains the right to post the image or work online or use it on his profile. This means that the NFT is recognized as an investment, with the expectation of increase in value for future profit.

The size of NFT market grew over four-fold in 2020 compared to the previous year, with a total transaction volume of 250 million USD. The total number of wallets holding or trading NFT increased significantly, with the number of wallets with active NFT transaction doubling from 112,731 in 2019 to 222,179 in 2020.

<USD traded in NFT Sales vs. dApp volumes: 2018 - 2020>

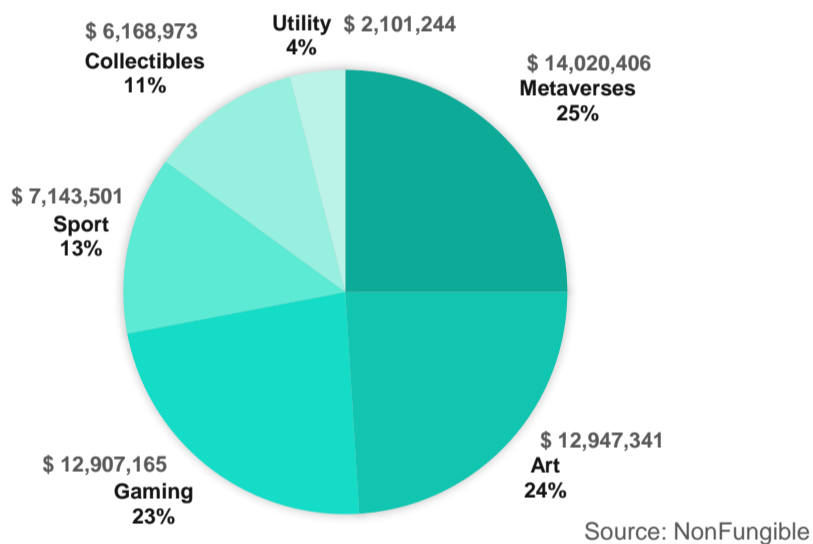


UTILITY AND MARKET SIZE OF NFT

**EXPANSION OF BLOCKCHAIN TECHNOLOGY,
INCREASE IN THE CRYPTOCURRENCY PLATFORMS FOR NFTS IN ART, PHOTOGRAPHY, VIDEO, AND MUSIC
A TOTAL TRANSACTION OF \$250 MILLION USD IN THE NFT MARKET IN 2020**

The NFT industry is developing rapidly in global scale, with the participation of major companies. In the video game market, Ubisoft, Mythical Games, Capcom, SquareEnix, and Atari are participating in NFT. In the sports market, NBA, MLB, Formula 1, PSG, FC Bayen München, and Real Madrid have begun their business in NFT. Nike is taking the lead in implementing NFT in the fashion area, while the entertainment field includes BBC Studios, Warner Music, and Paramount Pictures. In the technology infrastructure sector, Samsung, IBM, AMD, and Microsoft Azure are showing initiatives in implementing NFT, while the NFT in art and auction sector is rapidly expanding with Christie's, Sotheby's, deadmau5, and Lil Yachty.

<Market distribution (USD traded via sales) between segments - 2020>



While the NFT market is expanding in various fields, the sales revenue of the current NFT market shows a gradual decline in the collectibles sector. At the same time, art trading sector is on the rise, with the second highest number of users and active transactions. The art sector is followed by the game industry, which has remained popular as an industry that benefitted the most from the pandemic.

Recently, the NFT card collection platform NBA Top Shot, which sells intellectual property rights of popular sports games, surpassed Crypto Kitty in transaction volume with 29.4 million USD. While the number of collectors on NBA Topshot is only about 18,000, which is 20% of that of Crypto Kitty, the surpassing transaction volume shows that the transaction volume per user is higher, proving the value of NFT.

⚡ Crypto Collectible Rankings by Sales Volume (24 hours)

	Product	Sales	Change (24h)	Buyers	Txns
1	NBA Top Shot	\$5,654,668.00	↓ 18.32%	6,880	32,618
2	CryptoPunks	\$263,522.87	↓ 4.60%	17	24
3	Sorare	\$87,176.04	↓ 2.21%	321	587
4	Axie Infinity	\$42,393.75	↑ 40.45%	94	220
5	Bitcoin Origins	\$25,343.42	↑ 1,235.98%	11	37
6	Alien Worlds	\$19,929.89	↑ 211.56%	405	3,014
7	KOGS	\$5,030.94	↑ 77.94%	80	689
8	The Horrors	\$2,341.72	↑ 60.28%	34	200
9	CryptoKitties	\$2,170.34	↓ 78.16%	48	116
10	Garbage Pail Kids	\$1,549.60	↑ 531.34%	22	198

01. Background

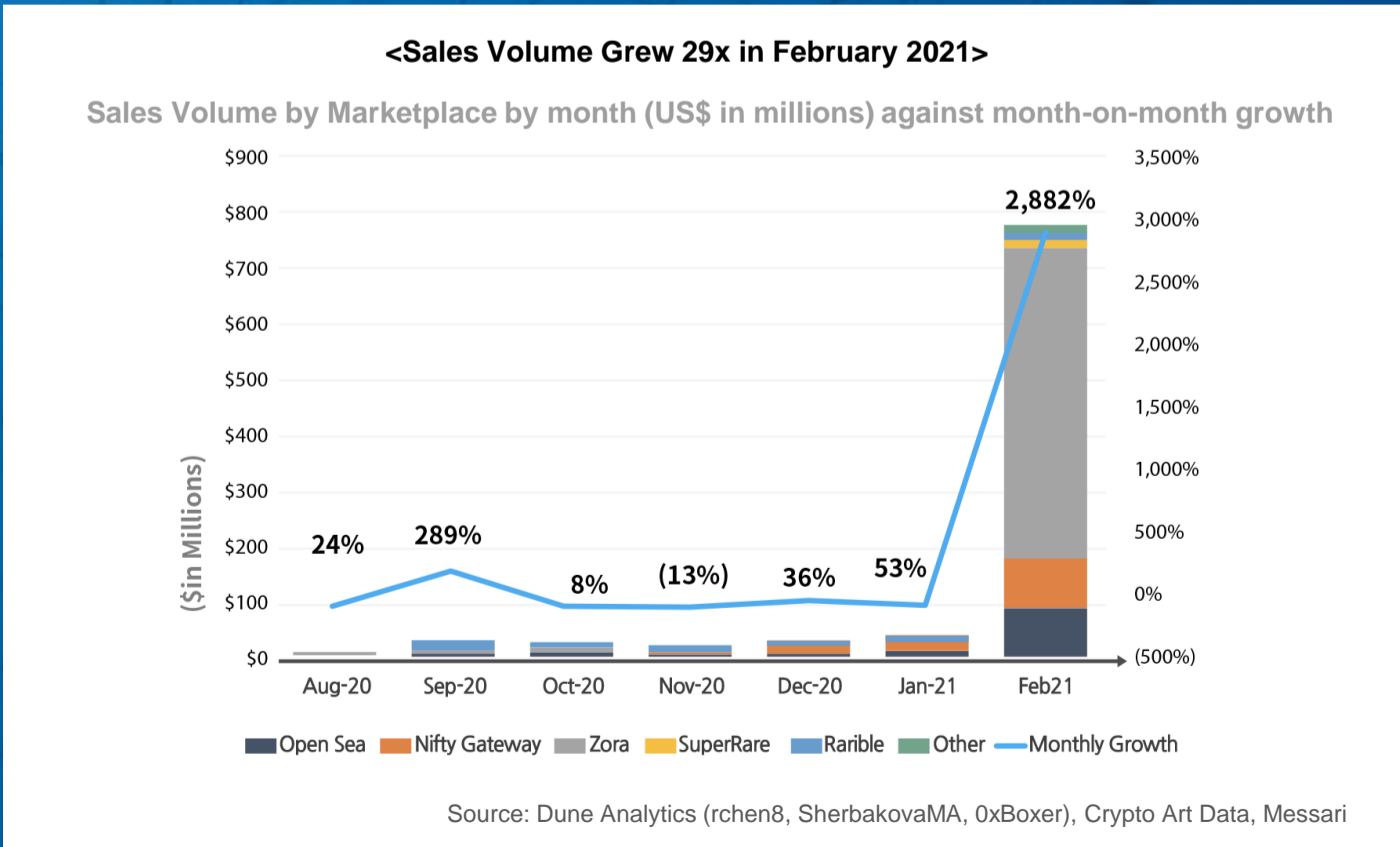
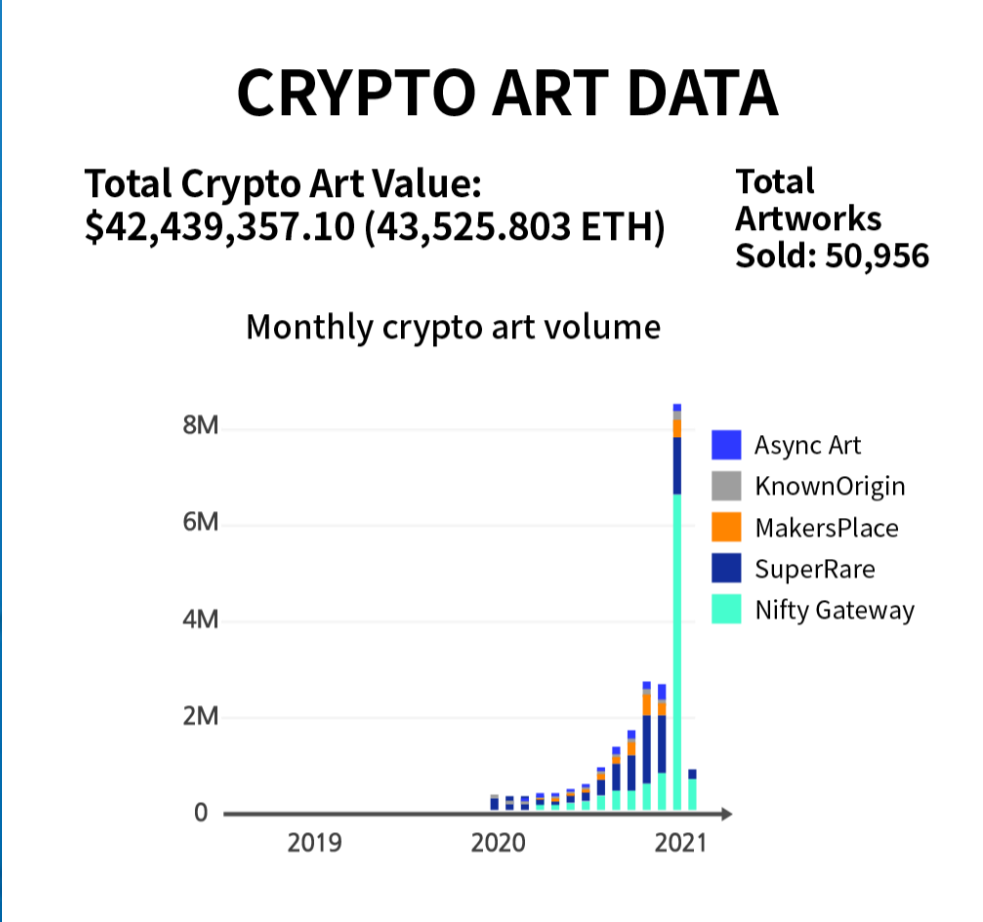
Various digital creations are traded at high prices in the NFT world. The image of a cat called "Nyan Cat" was sold for \$580,000 USD, and parts of a digital pixel art (pointilling) called "Crypto Punk" was sold for \$7.5 million USD. Twitter CEO Jack Dorsey auctioned his very first tweet "just setting up my twttr" in May 2006 at an online auction, and the price of this tweet has currently reached \$2.5 million USD (about 2.8 billion KRW) as of the 16th.

According to the Global Art Market Report 2020 released by the global financial company UBS, the global art trade market in 2019 amounted to about 76 trillion KRW, of which the online sales market makes up about 7 trillion KRW.

Along with such activities on online art market, the total transaction volume of NFT-based art works in December 2020 increased over three-fold compared to November, reaching a record-breaking \$82.1 million USD (about 8.87 billion KRW).

While the pandemic may have disrupted the operation of museums and art galleries, with a sharp drop in sales in the physical works, sales of NFT-based works recorded an all-time high last year.

The NFT technology continues to prove its potential in 2021 as the transaction volume of NFT-related industries increases 29-fold in one month.



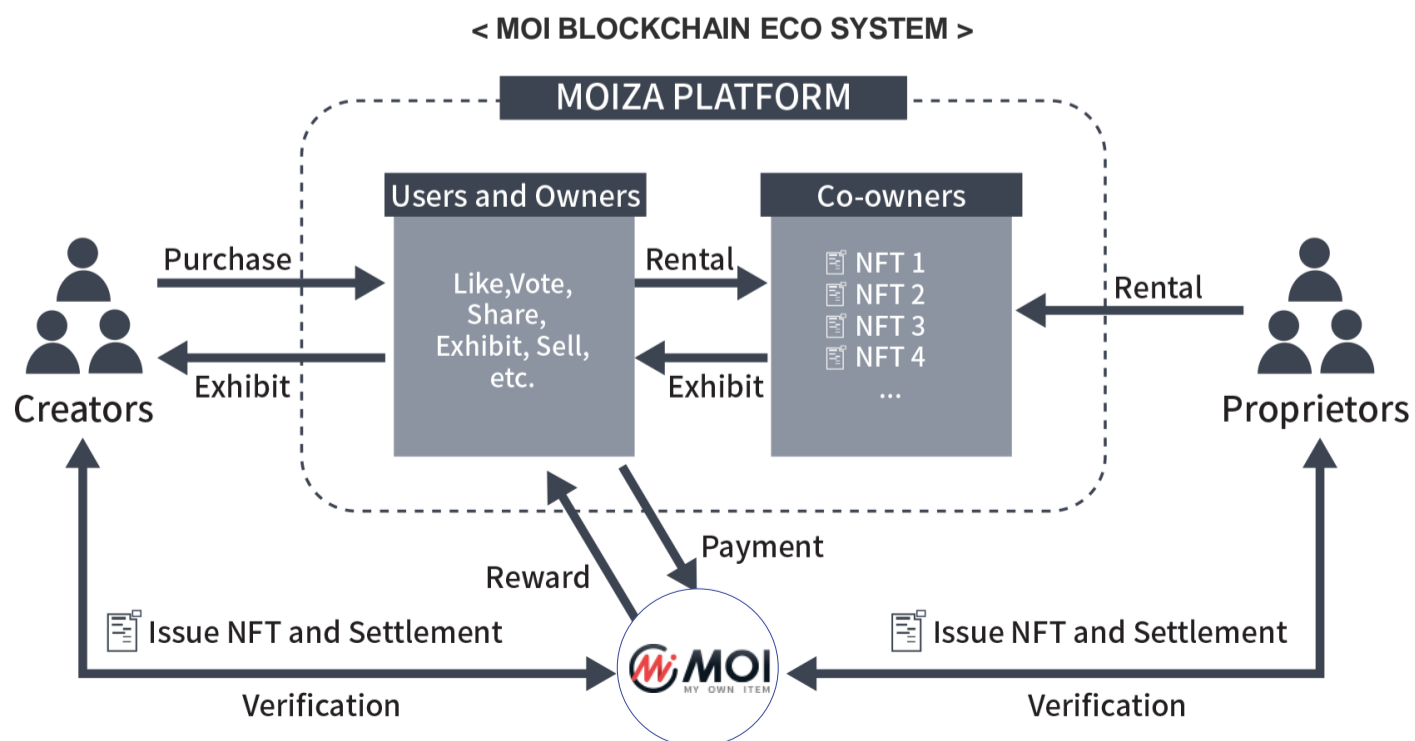
MOI BLOCKCHAIN PLATFORM

MOI (My Own Item) is a decentralized NFT trading platform. MOI supports the conversion of tangible assets, and digital assets into NFTs using the blockchain technology, generating revenue through economic activities on the platform. MOI aims to maximize the profitability for the users through NFT, reform the centralized, powerful and monopolistic trading platform, and build a social platform for the development of NFT to benefit the users. Ultimately, we intend to bring forth a healthier market to trade tangible assets using the blockchain technology.

MOI focuses utilizing the NFT technology to revitalize the stagnant market by creating a viable solution to address the existing problems of suppliers and consumers, who are frustrated with the limited access to tradable items and the market centralization. MOI will serve as the catalyst to introduce a new paradigm to artwork trading.

Strengths of the MOI Ecosystem

- MOI provides a platform on which people purchase artworks or other items, communicate with others on exchanging their ideas on artworks, and are rewarded according to their contribution on the platform.
- The MOI platform implements the blockchain technology to provide information on authentic or counterfeit items for everyone, lowering the entry barrier for the general public. With information equality ensured, rational transactions can be made even in a non-contact environment with objective pricing through decentralization of artwork trading market.
- MOI provides opportunities and sponsorships for budding-yet-innovative developers or creators to relieve their entry barriers in the existing trading market. MOI ensure that the creators' efforts are recognized and justly rewarded to address the inequality issues found in the current market situation.
- The MOI platform supports the proof of sole or shared ownership of tangible assets through NFT technology, to enable the owners to reap profit from their assets through value appreciation or digitalized rental and sale.



MOI NFT SERVICE

1. MOIZA (MOI + PLAZA) SOCIAL PLATFORM

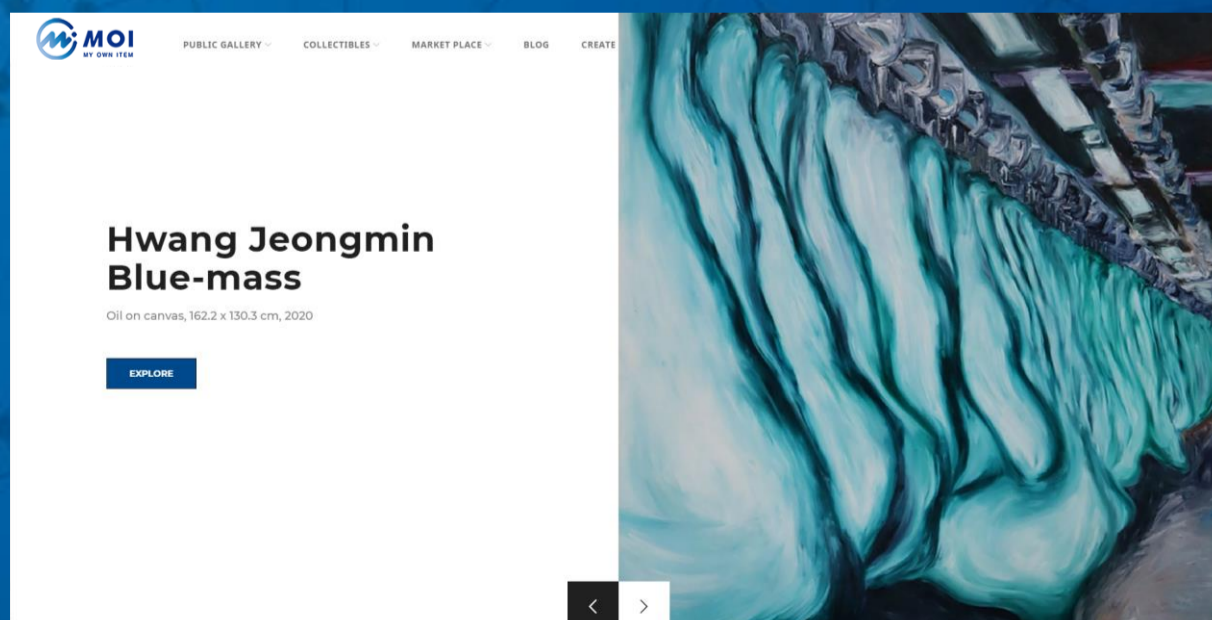
MOI can be used as the user's own gallery or blog platform that can be accessed anywhere.

MOI's community is a social media space where users can share and display their own NFT items. Unlike the existing NFT platform where the users only display their items, MOI platform enables the users to take on various roles such as creators, owners, and curators. All users can exhibit and evaluate or appraise other users' items mutually.

In the community, users own their blog, which includes a virtual exhibition hall (gallery). On the gallery, the users can post NFT items they own or create, create feeds, and share ideas. They can also participate in social activities by curating other people's galleries, voting, posting comments, and clicking likes.

Key Features of the MOIZA Community

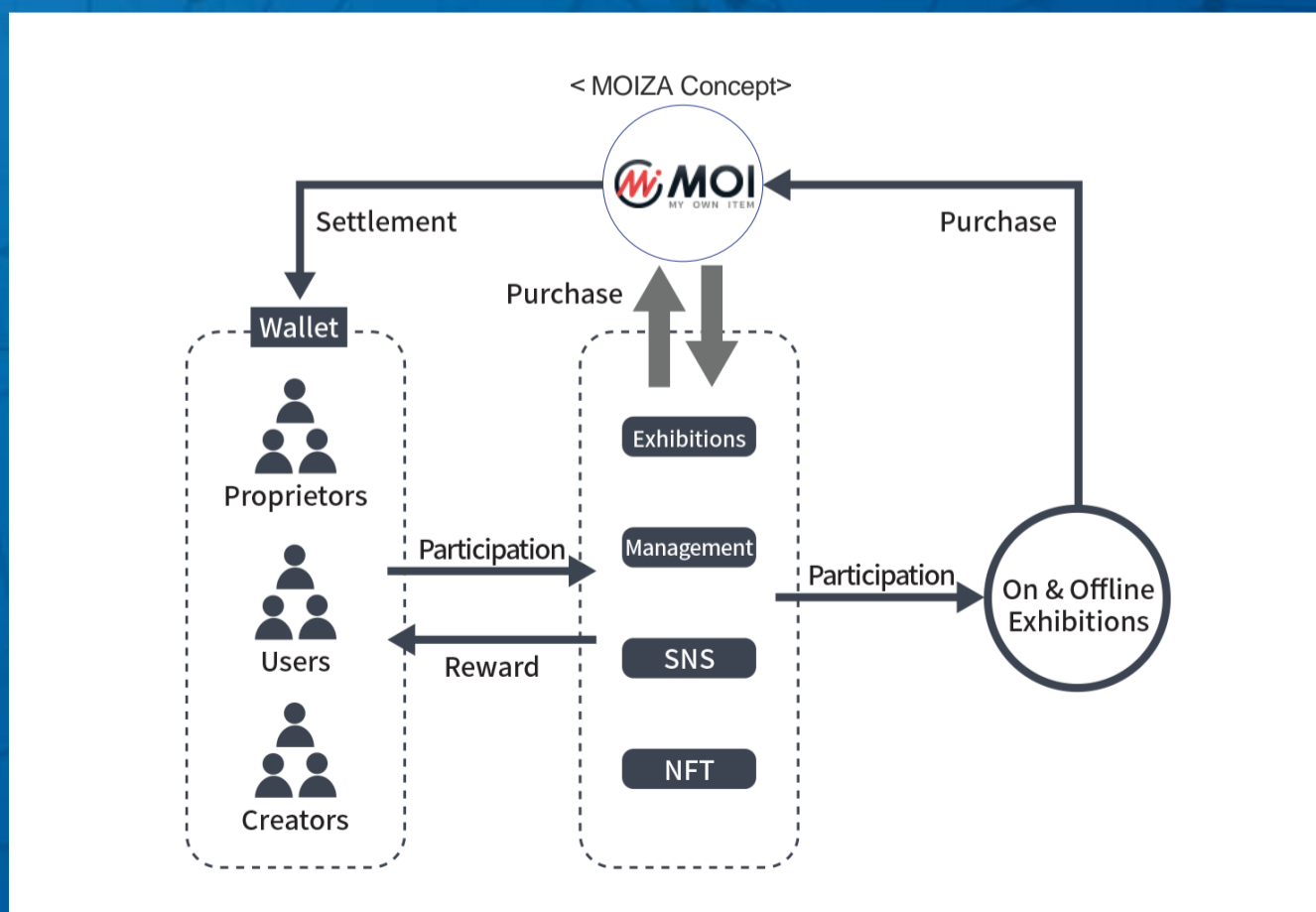
- Posting: Users can post their own NFT items that are linked with their blockchain wallet and MOI platform. They can write comments on their posted items.
- Voting: Users can express their interest by voting on postings they like. Items that have received votes are rewarded with MOI.
- Exhibit: Users can display works owned by others by obtaining the rights from the owner. Votes received for such postings are shared with the owner.
- Curator: Along with voting, users can evaluate works of their interest to express the value of the work to a wide range of users.
- Action Mining: Users can visit other people's plazas to click likes and post comments to earn MOI.



02. MOI Blockchain Platform

MOIZA Core Services

- Content creators such as writers and developers with high-quality content may have difficulties in accessing the market or find the appropriate consumers. MOI provides an internal management (curation or engineer's evaluation) for objective evaluation in the market.
- MOI's REALSIZE technology provides objective data of tangible assets or works in a digitalized format to allow the consumers to feel or experience the creation in the most realistic way. REALSIZE recreates the works in such a way that enables the users to experience details such as the texture and size of an item regardless of the type and resolution of the display. This core technology is currently being collaborated with various price comparison sites and Naver.
- To revitalize the market and create more opportunities for budding creators, MOI allows all developers and creators easy access to the market through regular public offerings.
- MOI provides storage or delivery of works when they are sold as tangible assets through NFT verification.
- MOI and its partners share the proceeds from exhibitions with the users. MOI aims to create a meta-verse of works and items to reach the general public in the era of non-contact and social distancing so that the creations do not require physical space to be displayed. (Plans for AR/VR functions)
- MOI provides fractionalized NFT shares for single high-priced asset to enable shared ownership.



MOI NFT SERVICE

2. MOI STAKING SERVICE

Staking refers to making cryptocurrency deposits on the blockchain to verify possession to the platform. As most blockchains reward users for staking, users who stake MOI are qualified to purchase or bid for rare items.

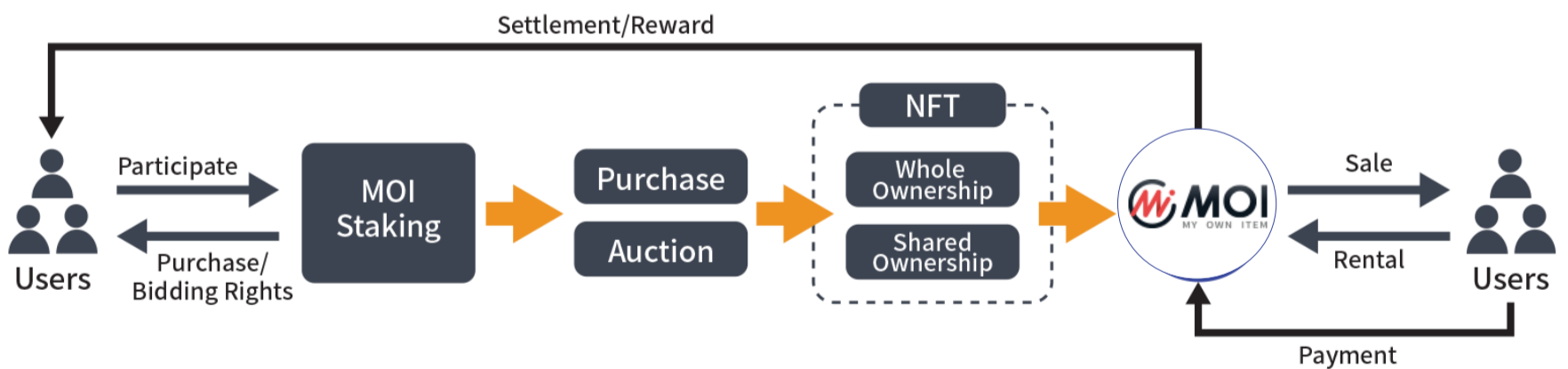
Staking participants gains access to participating in all premium items in MOI auctions. Auction items under shared ownership can be traded in different currencies (credit cards, Ethereum). Items under shared ownership in MOI token are available for “rental” to generate profit, which are shared among the owners according to their stake.

During the process of the auction, the participant bears responsibility to verify the possession and staking of MOI token.

Thus, a staking is being defined in MyOwnItem as the gaining of access and authority to special interaction by depositing and staking the cryptocurrency to the platform.

Participants to a token staking are mandated to verify possession to platform for certain period of time and it is done by setting a lockup.

< Basic MOI Staking Flow >

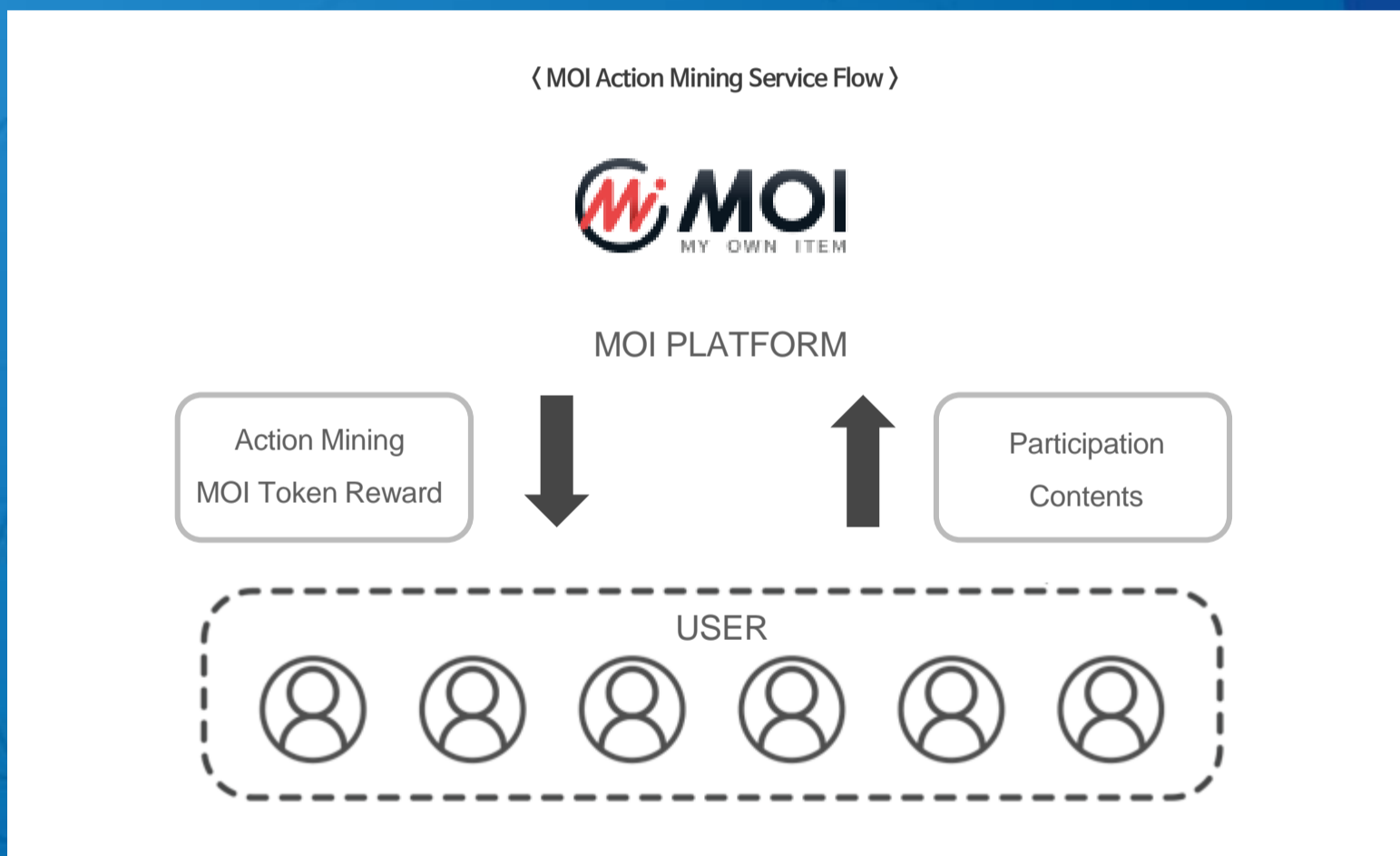


MOI NFT SERVICE

3. MOI ACTION MINING

Action Mining is a special mining mechanism of MOI platform. It defines and calculates all the interaction that users make in the MOI ecosystem under the regulation built by the platform. MOI does not only provides the primary function of NFT platform but also rewards the contribution of users which is the core element of the ecosystem itself with actual benefits.

It works as the virtuous circle of making and distributing profit to both users and platform and is great incentives for every party of platform to work desirably. Users will recognize themselves as the prosumer and is motivated to participate more actively in the platform. MOI will be contributed with high quality and quantity of contents from users and reward them back with mining which makes the entire relationship with each other a complementary.



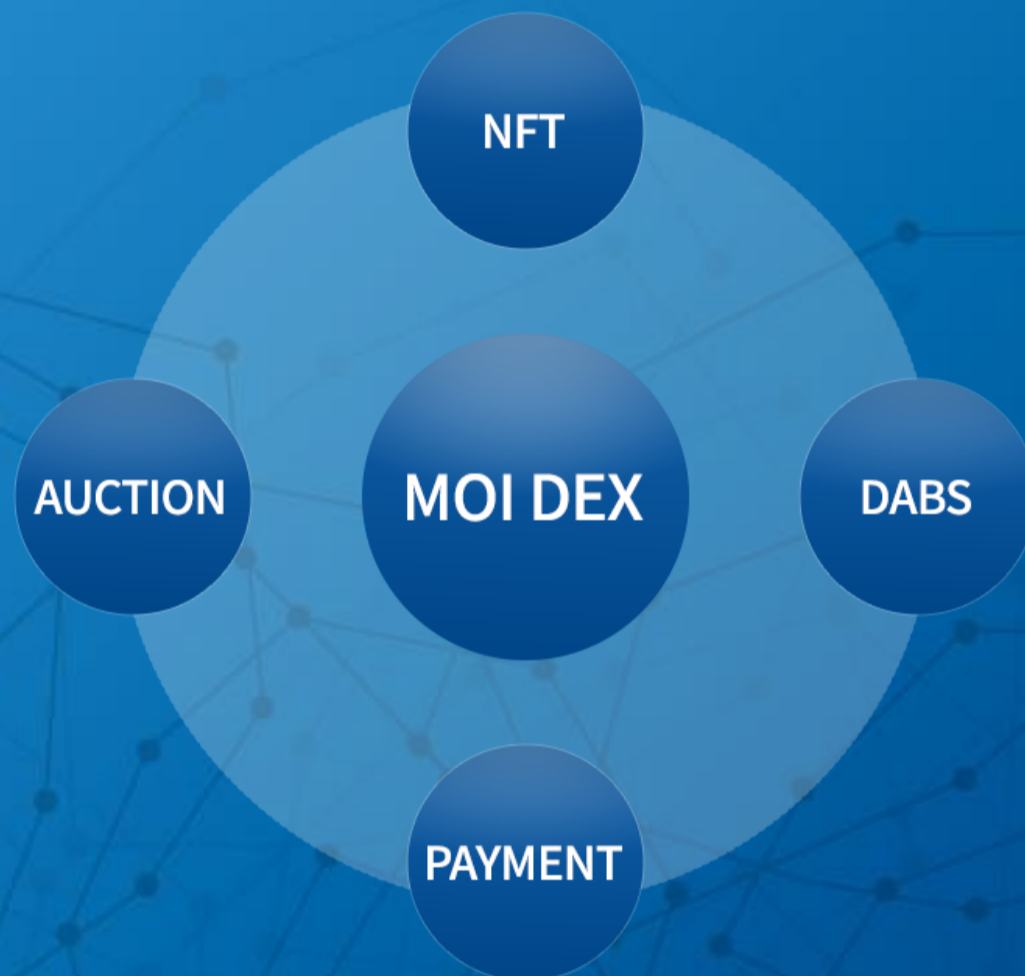
In addition, all participants are rewarded MOI according to their level of contribution on:

1. submitting reviews on works or items
2. participating in auctions
3. active creation
4. purchasing and/or selling works

MOI NFT SERVICE

4. MOI DEX(DECENTRALIZED EXCHANGE) PLATFORM

MOI DEX is a decentralized digitalized asset exchange developed by MOI Blockchain Platform. MOI DEX is linked to virtual asset wallet to provide NFT services such as staking, auction, and DABS. Compared to centralized exchanges, MOI DEX provides governance to the investors on bidding for purchase and ownership of digital assets, provision of NFT, and issuance of DABS. The DEX aims to establish itself as a reliable digital asset NFT trading platform.



< MOI DEX Services >

MOI ETHEREUM SMART CONTRACT TECHNOLOGY

*UNLIKE THE ERC-20 TOKEN, THE ERC-721 TOKEN FEATURES
'IRREPLACEABILITY'.*

ERC-721 is the standard draft of the NFT as known as certificate. NFT stands for Non-Fungible Token, which means that each token is irreplaceable. Therefore, ERC-721 tokens cannot be replaced by another, with each token having unique value. ERC-721 is mainly used for various digital assets rather as a token, the most popular of the sort being "CryptoKitties". Each cat on the "CryptoKitties" platform has a distinctive look, making it the only digital cat in existence. "CryptoKitties" is a successful model that utilizes ERC-721 as collectibles.

ERC-721 enables tokens to be shared on a platform and become collectibles that can influence the creation of future NFTs. Users experience fun and excitement from collecting each unique item. While NFTs can be produced without limit, most projects limit the total supply of NFTs to prevent loss of value.

MOI adopts ERC-721 to give uniqueness and originality for each item displayed and traded on the MOIZA platform. Because the items have irreplaceable value, they are managed as safe assets in the Ethereum ecosystem for the users even in the case of service termination.

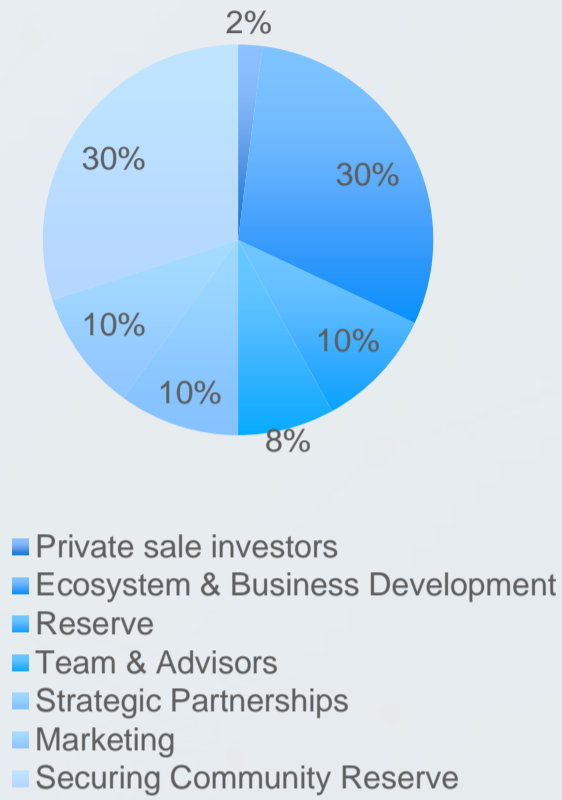
These items are managed as NFTs so that the blockchain can accurately track the history of sale and ownership between two parties. Since MOI can track multiple NFTs representing the same digital asset, these items can be grouped to provide statistics on shared ownership, number of tokenized assets, number of items and transaction amount, and the number of assets owned by each user. Such tracking can prevent panic buying and monopolization.

MOI increases the liquidity of NFT and MOI tokens because it enables various communities across the blockchain to access NFTs. In the case of large-volume transmissions and transactions, users can choose to make transactions on highly secure, long-tested networks such as Ethereum.

MOI blockchain will be developed to accommodate verification of any new NFT blockchains in the future.

04. Token Allocation and Sale

Token Allocation



Description	Amount	Ratio
Private sale investors	100,000,000	2%
Ecosystem & Business Development	1,500,000,000	30%
Reserve	500,000,000	10%
Team and Advisors	400,000,000	8%
Strategic Partnerships	500,000,000	10%
Marketing	500,000,000	10%
Securing Community Reserve	1,500,000,000	30%
Total	5,000,000,000	100%

Token Information

- Token Name : MOI
- Token Symbol : MOI
- Token Type : ERC-20
- Total token issue : 5,000,000,000 MOI

Token Distribution

- 1) Ecosystem - 30% : Platform ecosystem development
- 2) Marketing - 10%: Marketing expenses related to overall services.
- 3) Securing liquidity - 30%: Liquidity procurement
- 4) Reserve&Floating Finance – 12%: Token supply in the exchange
- 5) Partnership&Team -18%: Token distribution for affiliates

MOI ADVISORS



Myungky Kim Marketing Advisor

Marketing Advisor: MA in Advertisement : University of Georgia (US)/ HSAD(舊 LGAD) CEO in China / Baidu/Tencent/Alibaba Ad/ LG Electronics/LG Display Ad

“The convergence of the world's first blockchain shared economy platform VRING and NFT social platform MOI will be a game changer in this era of innovation and creation. The new platform will definitely bring forth a new paradigm. It is an infinite honor to be involved in this project as an advisor.”



Sung phil Choi Marketing Advisor

Hyundai Motors Point Monster CEO

“The blockchain technology, one of the core aspects of the Fourth Industrial Revolution, is gradually seeping into our lives. MOI features a realistic blockchain platform with transparency and security. We look forward to improving the existing centralized and unfair market through the decentralized MOI platform. I am grateful that I can contribute to the great change taking place in the world, and to know that my efforts will become an invaluable legacy to the future generations.”



Jiyoung Kim Financial Manager

Hana Financial Investment

“The NFT blockchain technology will lead the new paradigm of digital assets to implement a virtuous cycle of content creation and consumption. We are confident that the MOI platform will overcome the physical limitations of the existing market and the centralized monopolistic structure, and lead the NFT market with proven technology, planning, and experienced development team. The future of decentralized asset management system is imminent.”



WonSeop Kim Technical Advisor

Realsize CEO/ Goldbalance CEO

“The deep current of ocean cannot be stopped by blocking waves. The NFT blockchain technology is slowly but surely becoming a part of our lives. We have entered an era where blockchain has become an everyday jargon for both digital and real-life assets. The innovation in NFT brought forth by the MOI team will truly create a huge current of changes.”

MOI TEAM (C_LEVEL)



Serhat cinko / CEO

contact@myownitem.com

Real Estate that connects Real assets with blockchain/
Instant confirmation of the pre-paid cash vouchers transfers/
Decentralized crypto currency platform development team leader

“The hottest issue that draws everyone’s attention among the 4th industries such as IT, arts, culture, and finance is the leap of the NFT(Non-fungible Token) business. It has been drawing all the spotlight of the mass communication each day as the transaction of digital assets grows bigger so as the market size of related business platform. I can’t wait to see what MOI platform could accomplish in the new paradigm of digital asset management.”



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Security: Menderes Dogan/CSO

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Technology: Jason Jung/CTO

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Information: SeungPyo Lee/CIO

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Compliance: Michael Lee/CMO

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/ Blockchain Dev. Leader

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MOI PLATFORM DEVELOPMENT & BUSINESS ROADMAP

MOI Business Roadmap

- **2022-4Q** Launching 'Metamars' the Metaverse platform
- **2022-3Q** Expanding the NFT+Metaverse various content and making advancements on services
- **2022-2Q** Planning and developing the metaverse platform 'Metamars'. Launching Action mining and staking service
- **2022-1Q** Supporting Multi-chain on MOI market (KCT, SOL, XYM)
- **2021-12** Launching improved NFT market and mobile application
- **2021-11** Partnership with Symbol(XYM) from NEM(XEM)
- **2021-11** MOIZA Community Beta Open
- **2021-09** Listed in HotBit Global Exchange
- **2021-07** Platform Launching
- **2021-07** Beta Testing Open
- **2021-04** Blockchain Tech. Patent
- **2021-04** Boboo Exchange Listing
- **2021-04** Technological Alliance
- **2021-04** Legal Partnership
- **2021-04** Contents Alliance
- **2021-04** VRING Partnership
- **2021-04** Service Development
- **2021-03** White Paper released
- **2021-03** Technological Agreement
- **2021-02** IR and white paper
- **2021-01** Beta version service development
- **2020-12** Business Planned

MOI PARTNERSHIP

