



A Bridge Between Blockchain and Content IP

www.xpear.ai

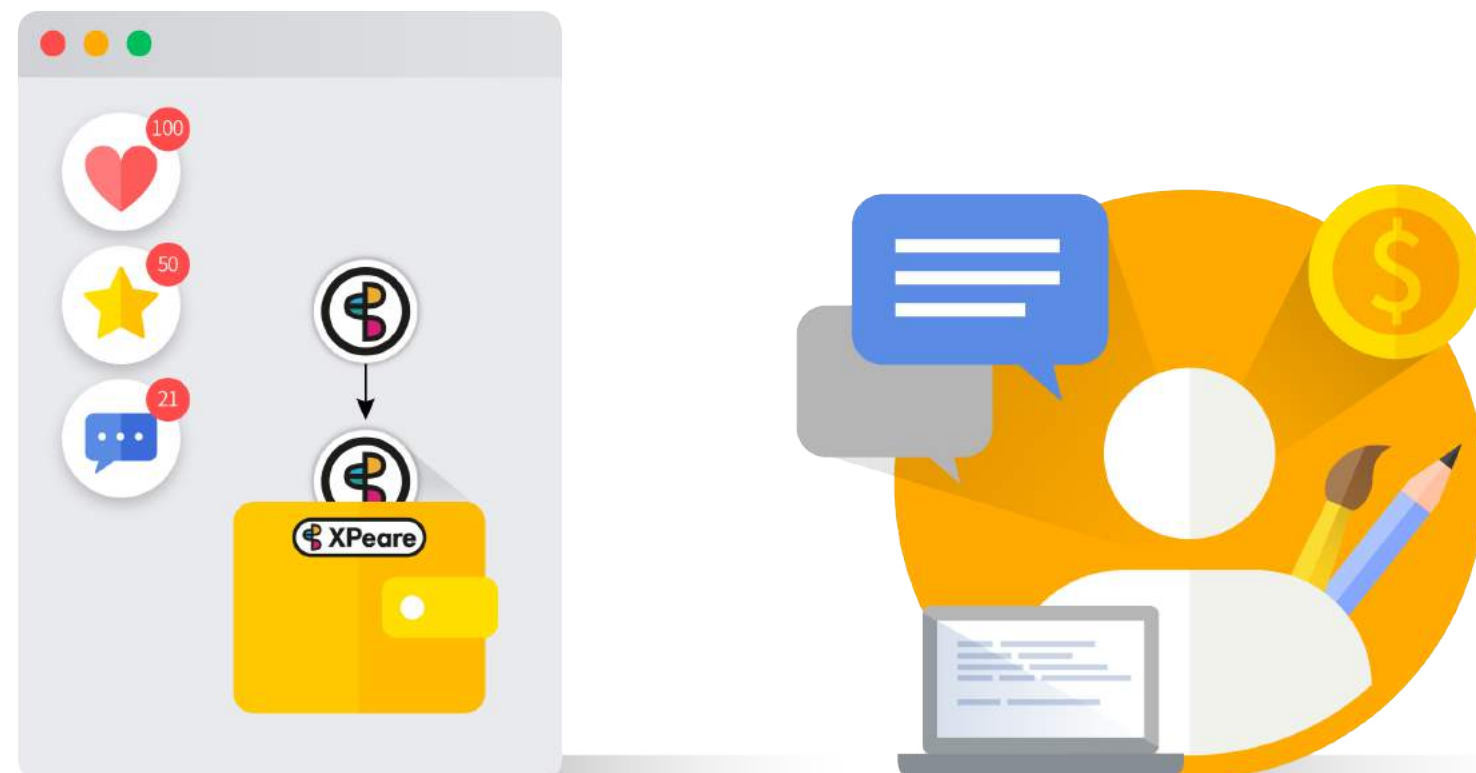
v1.5.0



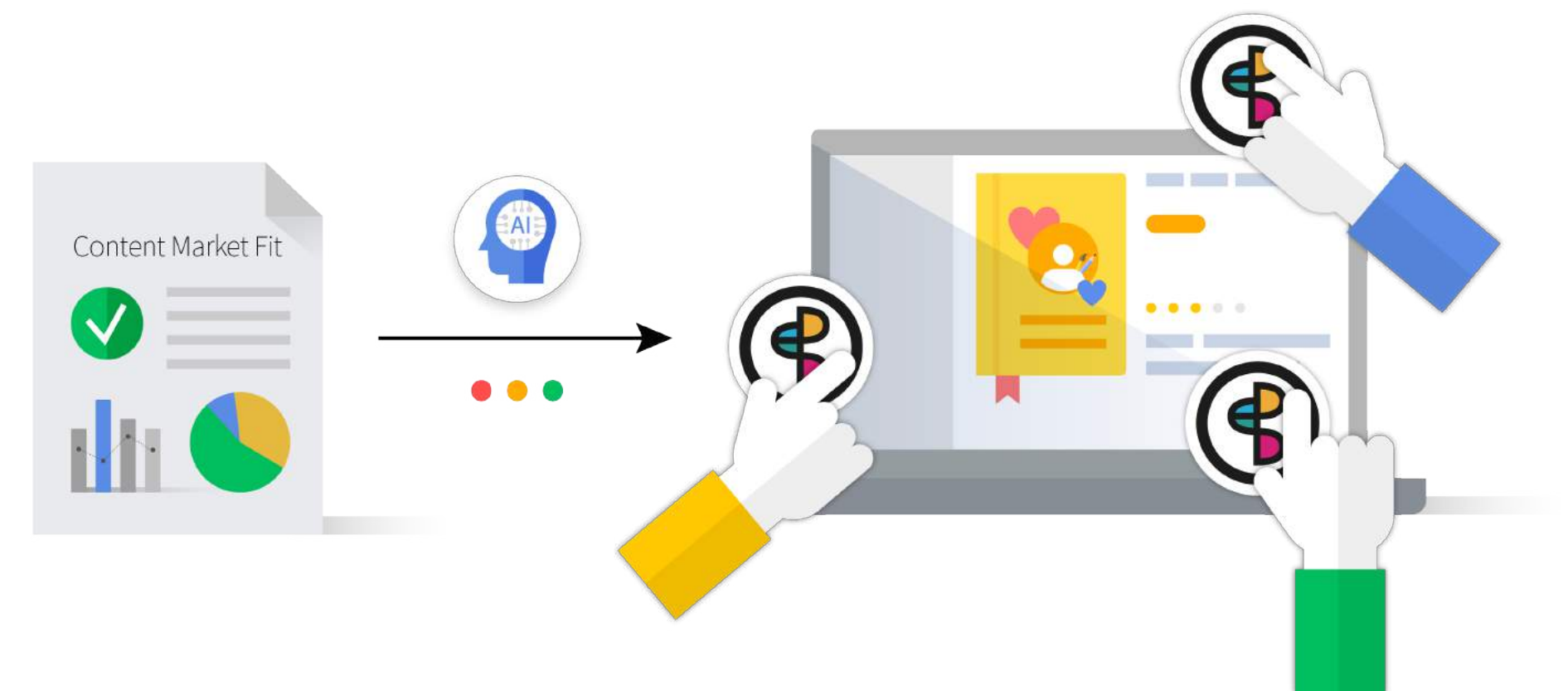
XPeare Mission

XPeare participates in the decentralized content ecosystem as one of its members and bridges the gap between IP business and blockchain technology.

Reinforcing fandom economy through AI & blockchain

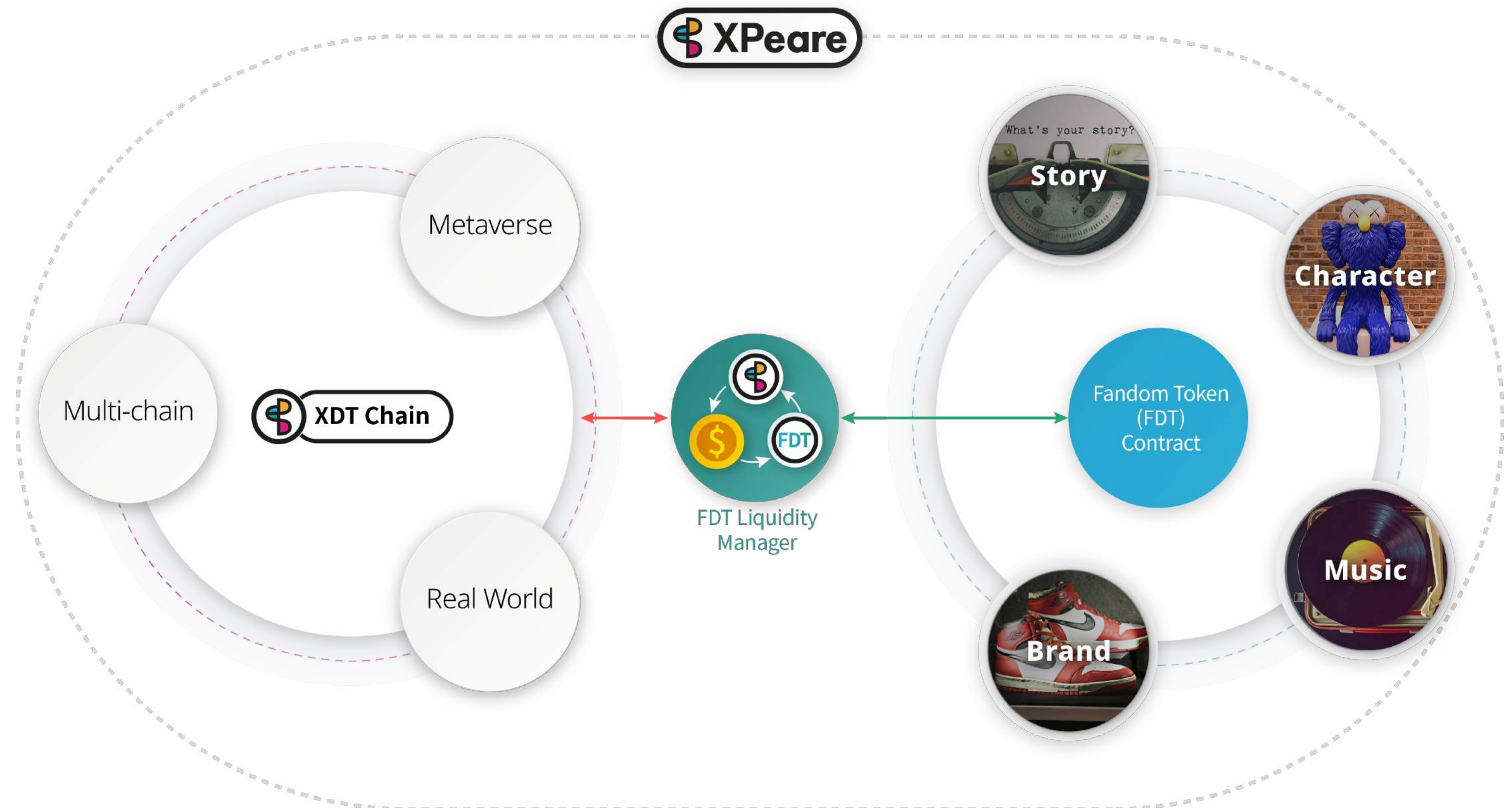


Building tokenized content IP(NFT) market for anyone



XPeare Value Chain

- XPeare creates a new digital content ecosystem that accelerates the growth of content IP with AI & blockchain ready infrastructure and **XPeare Data Token(XDT)**.
- Creators can tokenize their content IP and reinforcing fandom economy using the **Fandom Token(FDT) Contract**: (Tokenizing content IP into FT and NFT).
- Through **FDT Liquidity Manager** creators can proceed the FDT drop, conversion, and liquidity farming to further expand content IP into blockchain and Metaverse.



Main Partner

XPearse is building a AI & blockchain powered content IP acceleration platform with Braincolla and Joara.



Ecosystem Partners

Our partners empower the content IP value and also help the decentralized content ecosystem to grow and flourish.

01

Global Content Platform
Business Development



02

Strong Technical Partnership

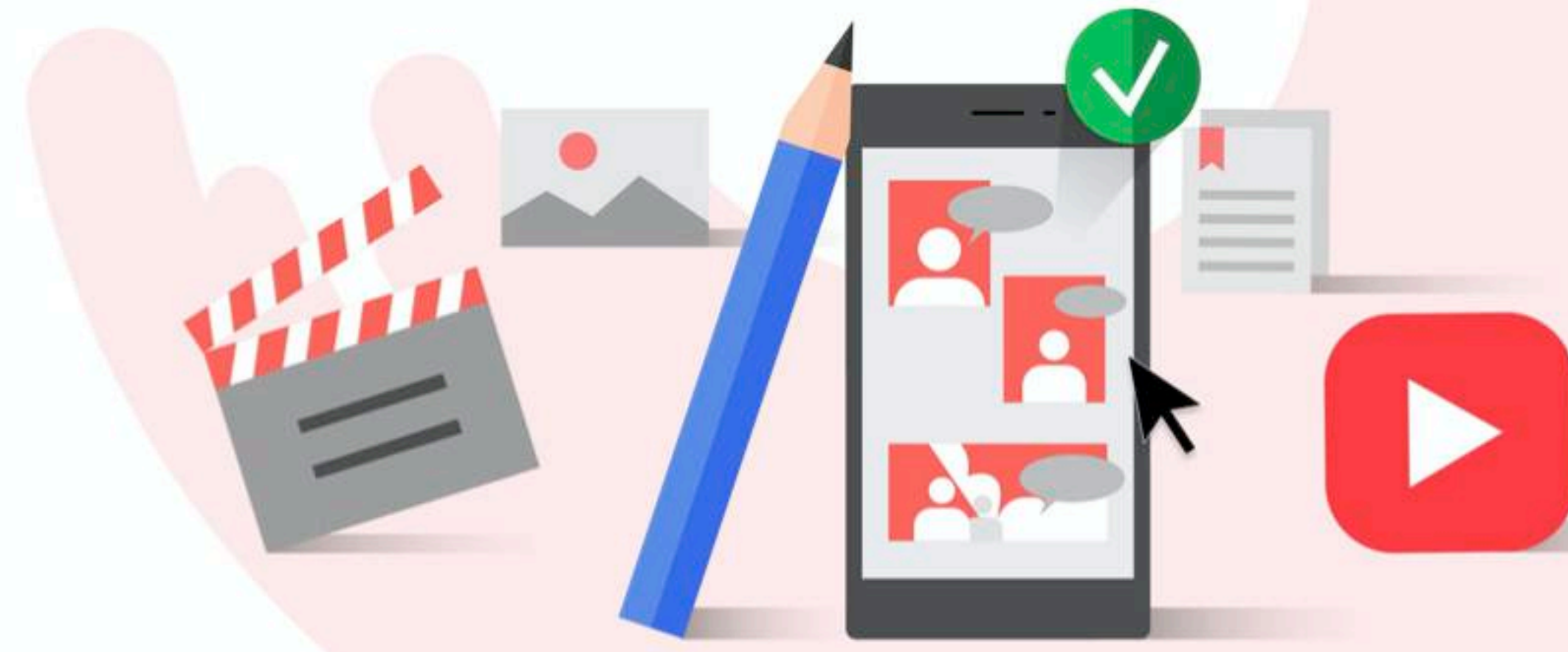


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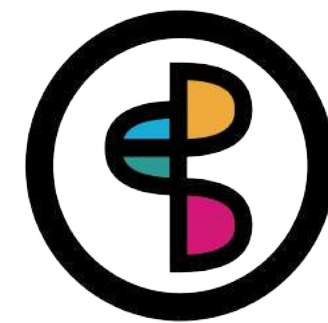
Global Blockchain Ecosystem
Building Partners



Part 1. XPeare Ecosystem

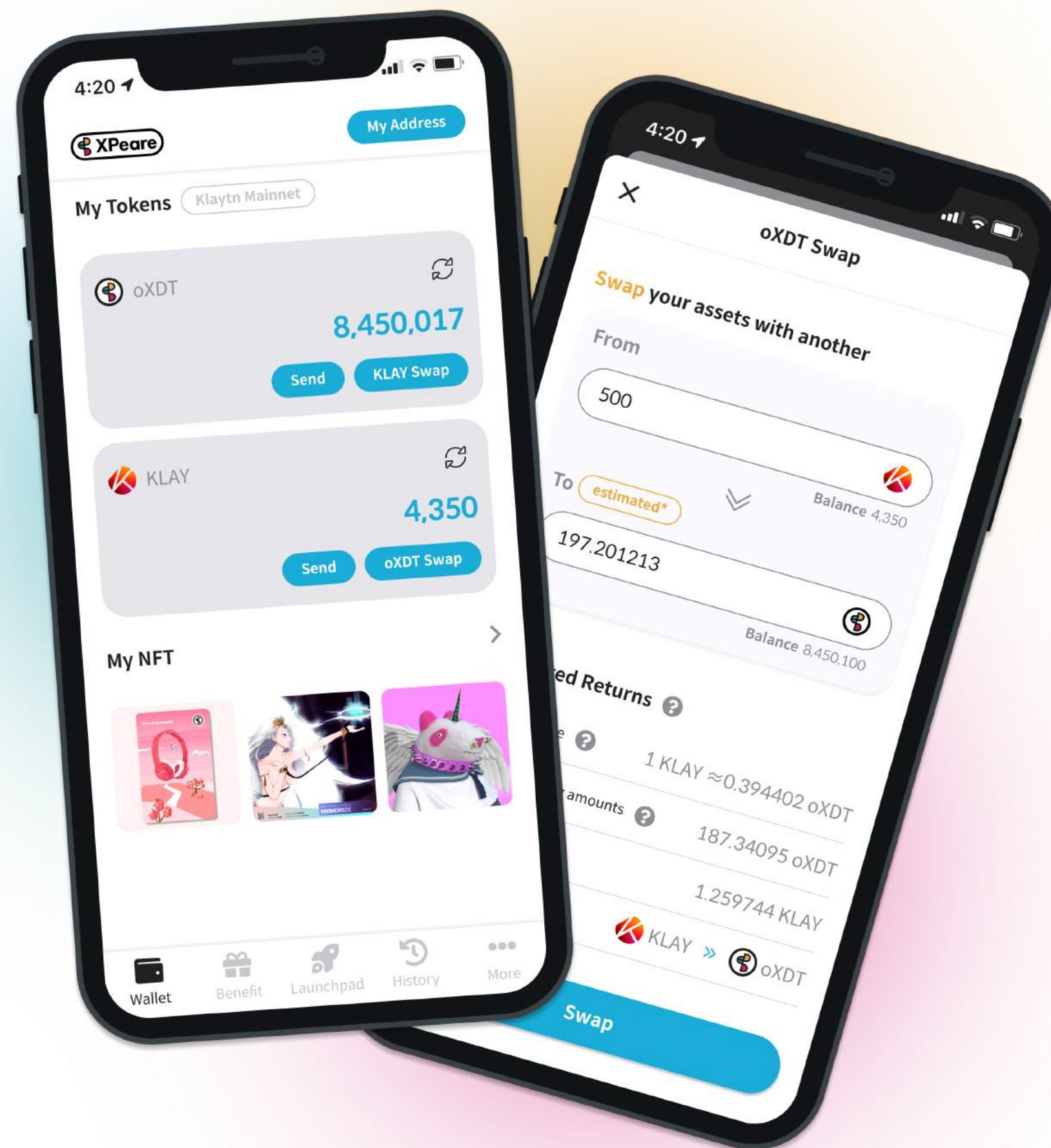


XPeare Ecosystem

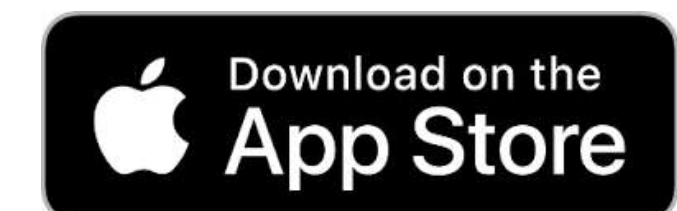


Wallet Dapp

**XPeare Wallet is
a cryptocurrency wallet used to interact with the blockchain.**

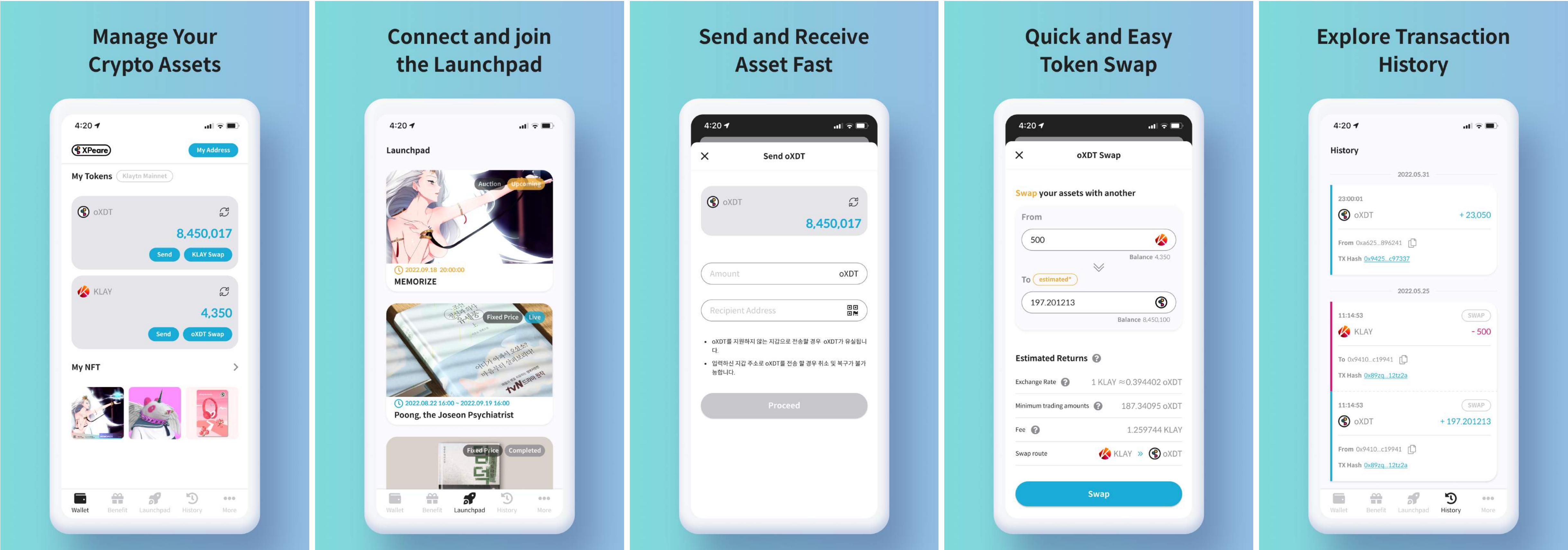


It allows users to access their digital asset through mobile app, which can then be used to interact with a decentralized content ecosystem.



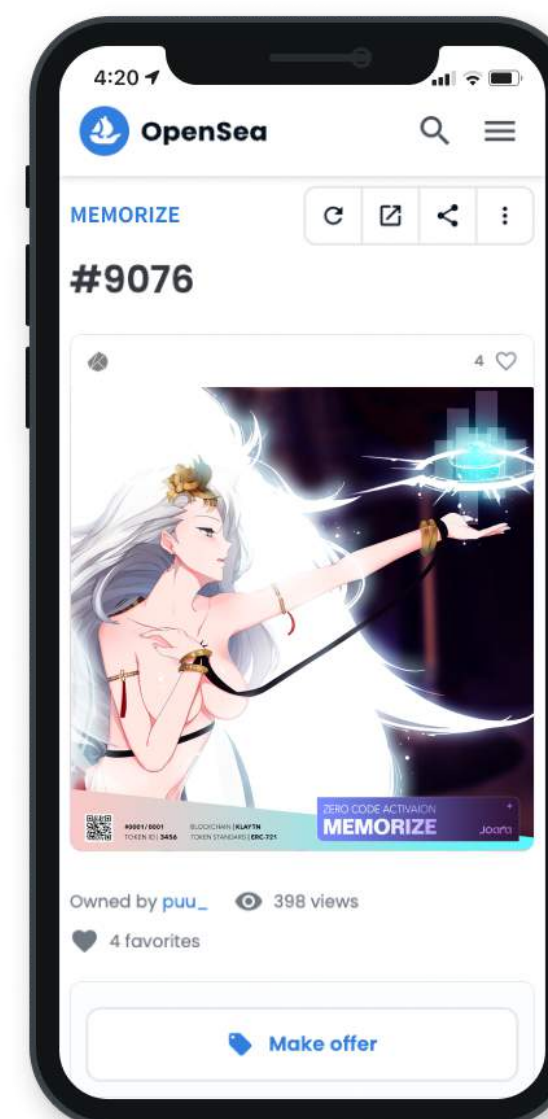
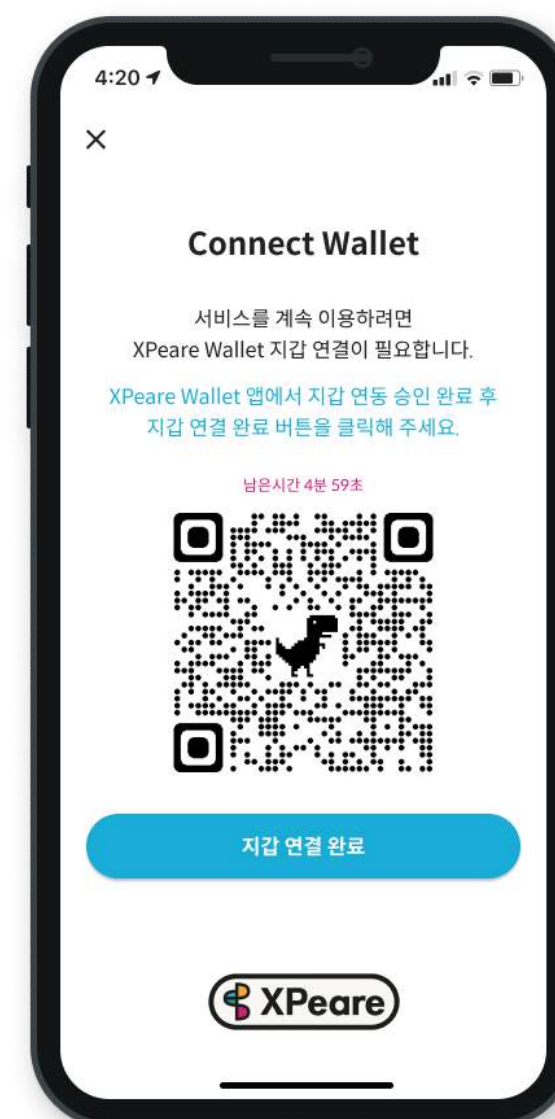
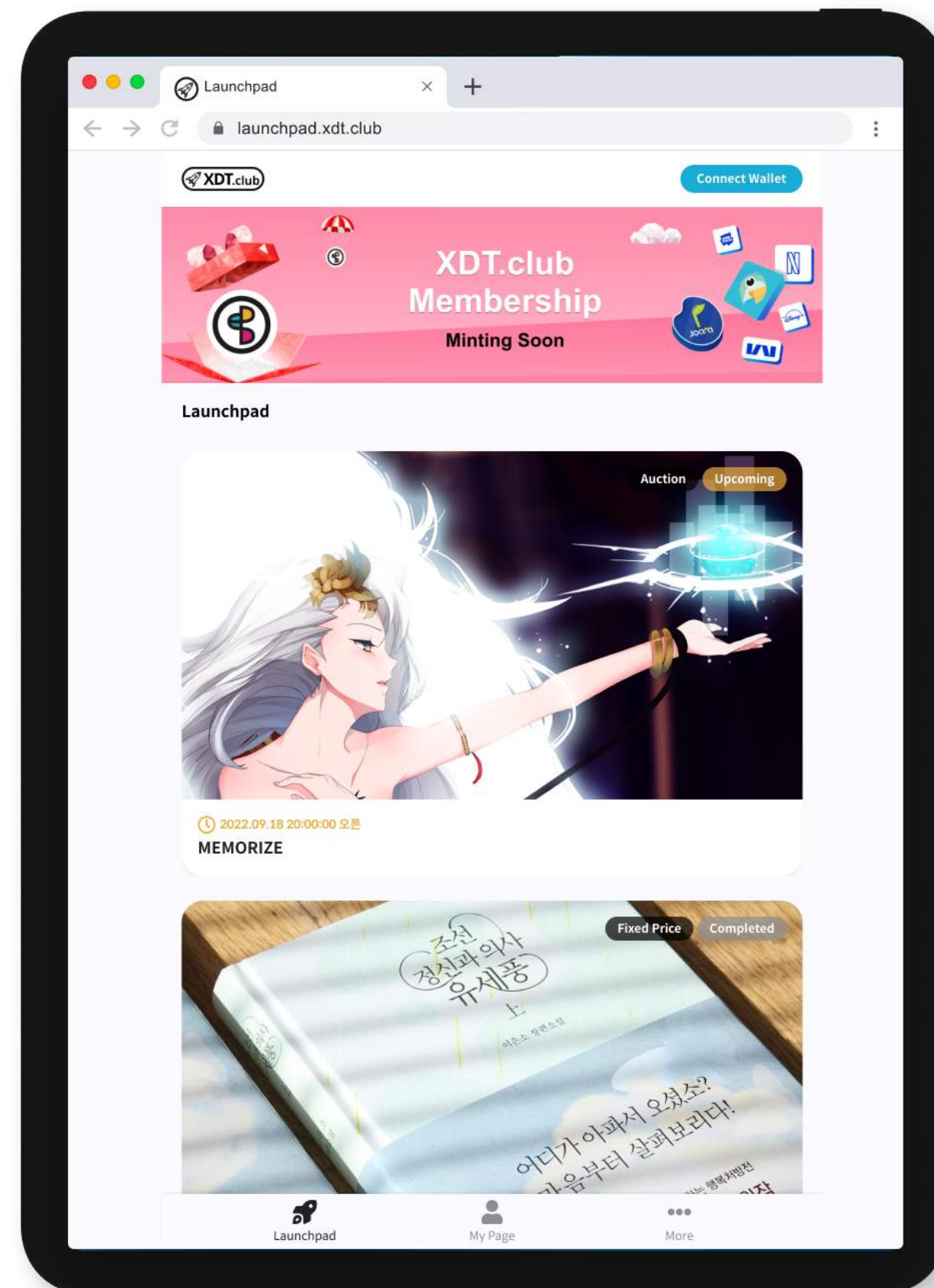
Wallet Dapp

Wallet users can participate in Launchpad, token swap and rewards claim.



Launchpad

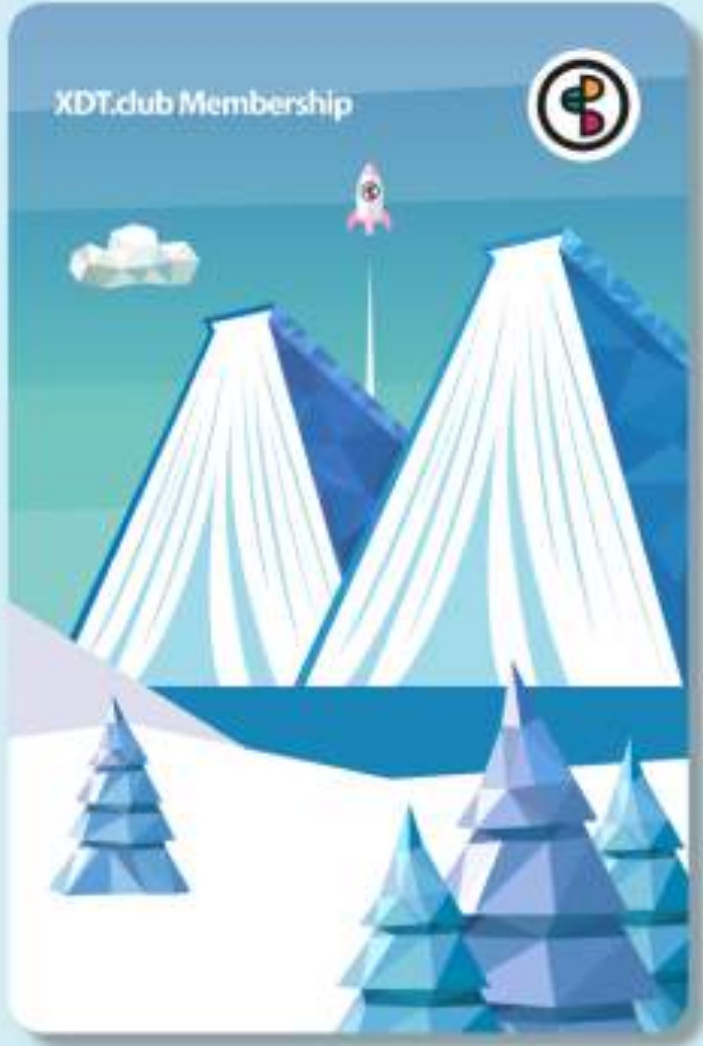
Launchpad is designed to help FDT(Fandom Token) projects mint, drop, and liquidity farming.



Launchpad is a space where content IP-based block-chain projects are discovered. People can experience popular content in a form of digital assets, participate in new content as an ambassador, and can directly fund creators or interesting new content

 **launchpad.xdt.club**

Starting with the XDT.club Membership NFT,
a project using content IP and character IP will be launched.



XDT.club Membership

Membership



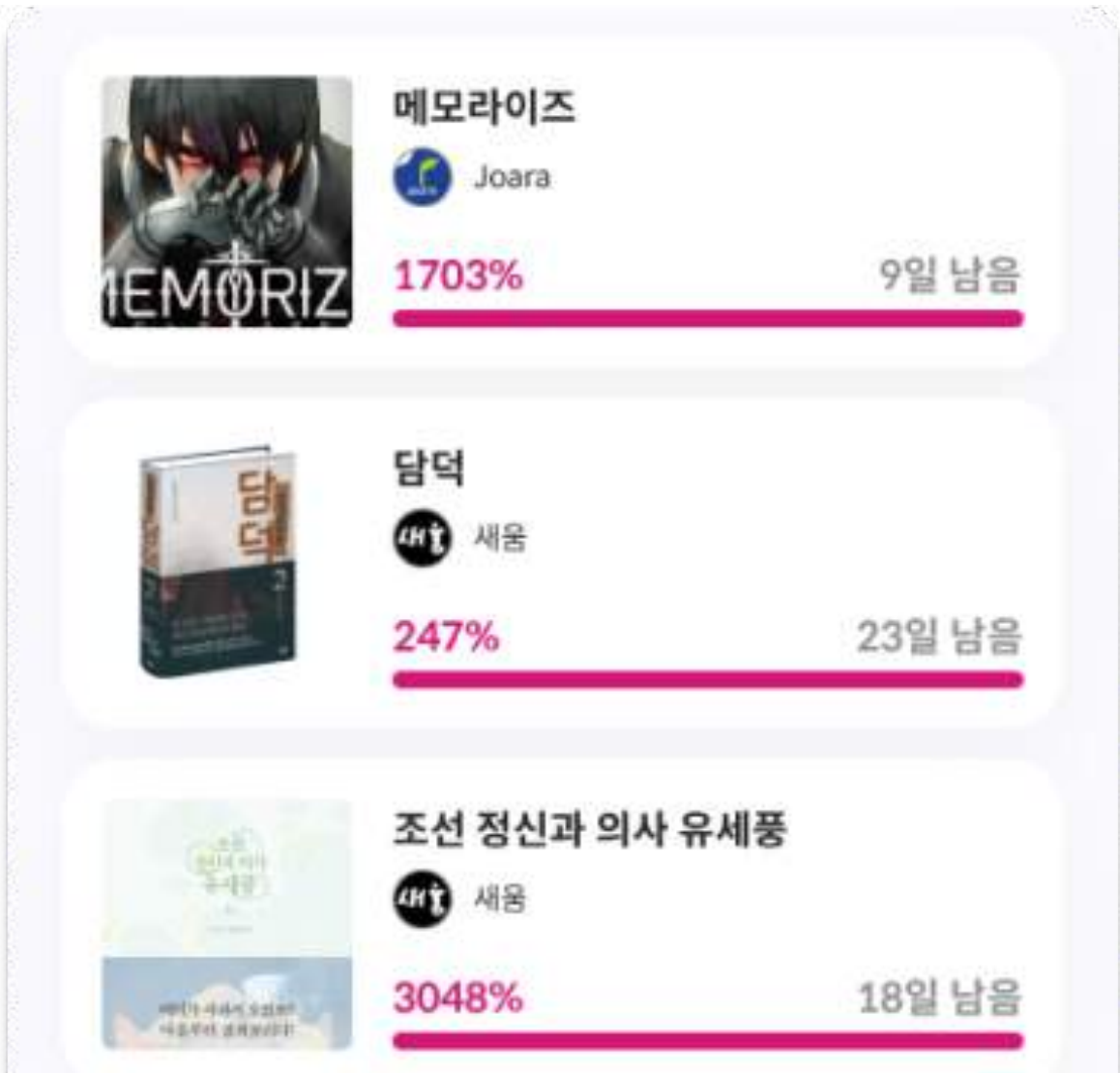
REUNION
MEMORIZE

Fandom Token



조선정신과의사
유세풍

Content Ambassador



Project Name	Progress	Time Left
메모라이즈 (Memorize)	1703%	9일 남음
담덕 (Dammed)	247%	23일 남음
조선 정신과 의사 유세풍 (Joseon Psychiatrist Yuseopung)	3048%	18일 남음

Crowd Funding

XDT.club Membership

XDT.club operates a blockchain-based membership that will grow the XPeare content ecosystem.



6,000 XDT.club Membership NFT holders can benefit from XDT distribution, partnership benefits and they can make various suggestions to XDT.club and vote to participate in the DAO.

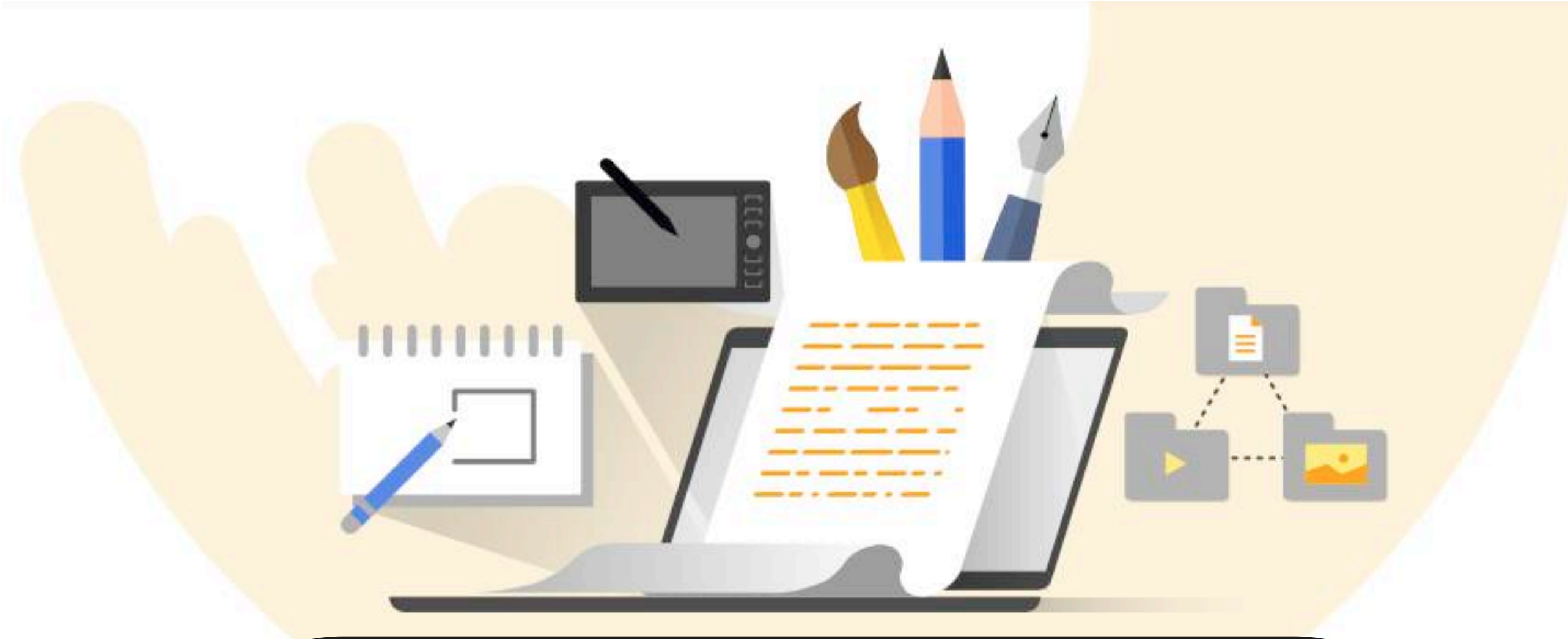


XDT.club Membership

XDT.club Membership holders will receive special benefits and will continue to expand through partnerships with XPear ecosystem partners in the future.

Value Distribution 런치패드 가치 공유 	Launchpad Whitelisting 런치패드 화리권 	Seasonal Content Vouchers 시즌 콘텐츠 바우처 
XDT Mining XDT 마이닝 	'iinnk' Affiliate 구매자 XDT 추가 보상 	4 Season Holder Gift 포시즌 홀더 기프트 
Surprise Event 프라이빗 특별 이벤트 	XPear Land 메타버스 NFT 드랍 	DAO Governance XDT.club DAO 참여권 

Part 2. XDT Token

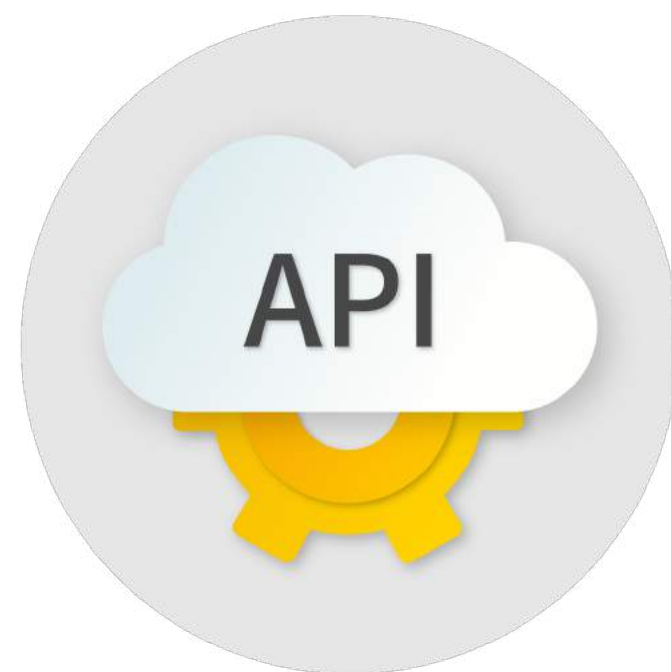


XDT Token



XDT(XPeare Data Token)

**XDT is a utility token
designed to be the gas and fuel in the XPeare Ecosystem.**



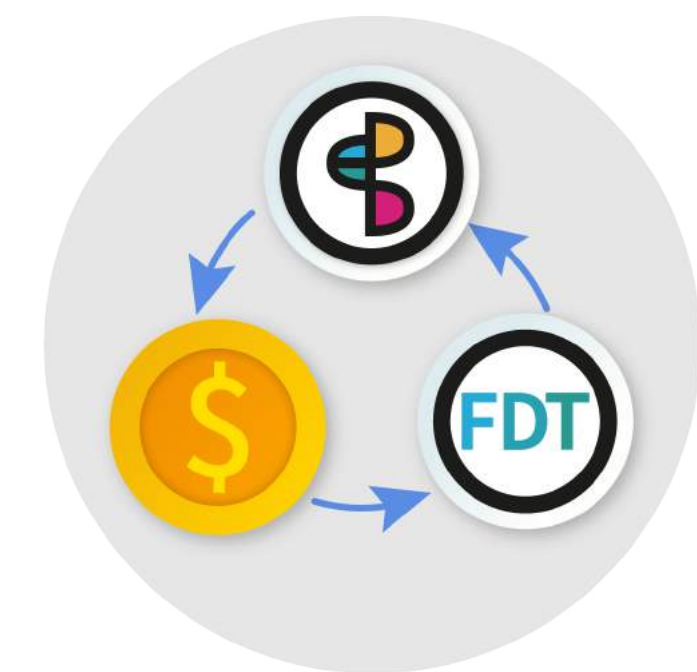
XPeare Solution

Use XDT as a payment
for XP-Solution fees



Content IP(NFT)_ Marketplace

Participate in the decentralized
content IP market using XDT

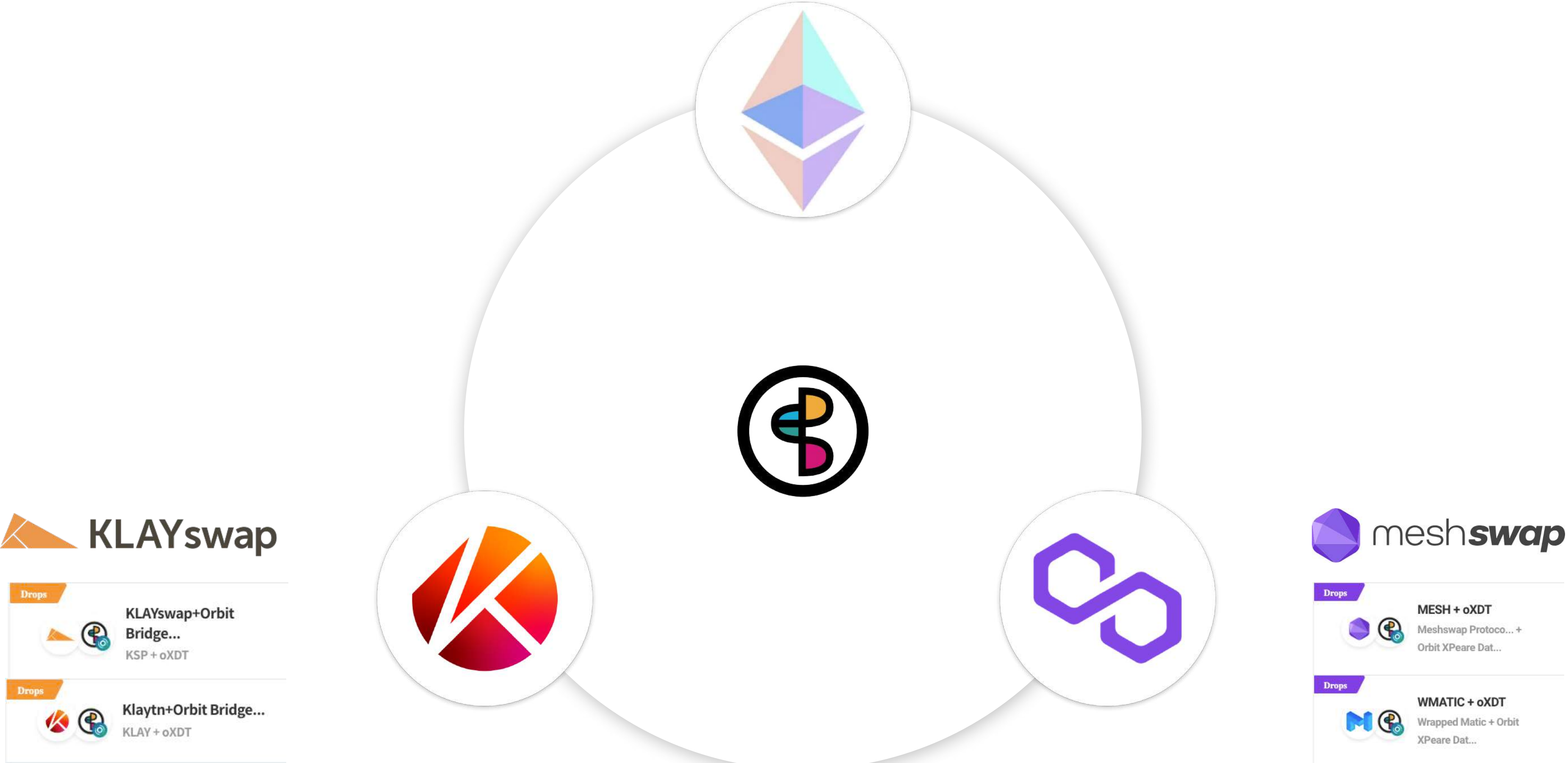


FDT Liquidity Manager

Proceed the FDT Drop, Conversion,
and Liquidity Farming

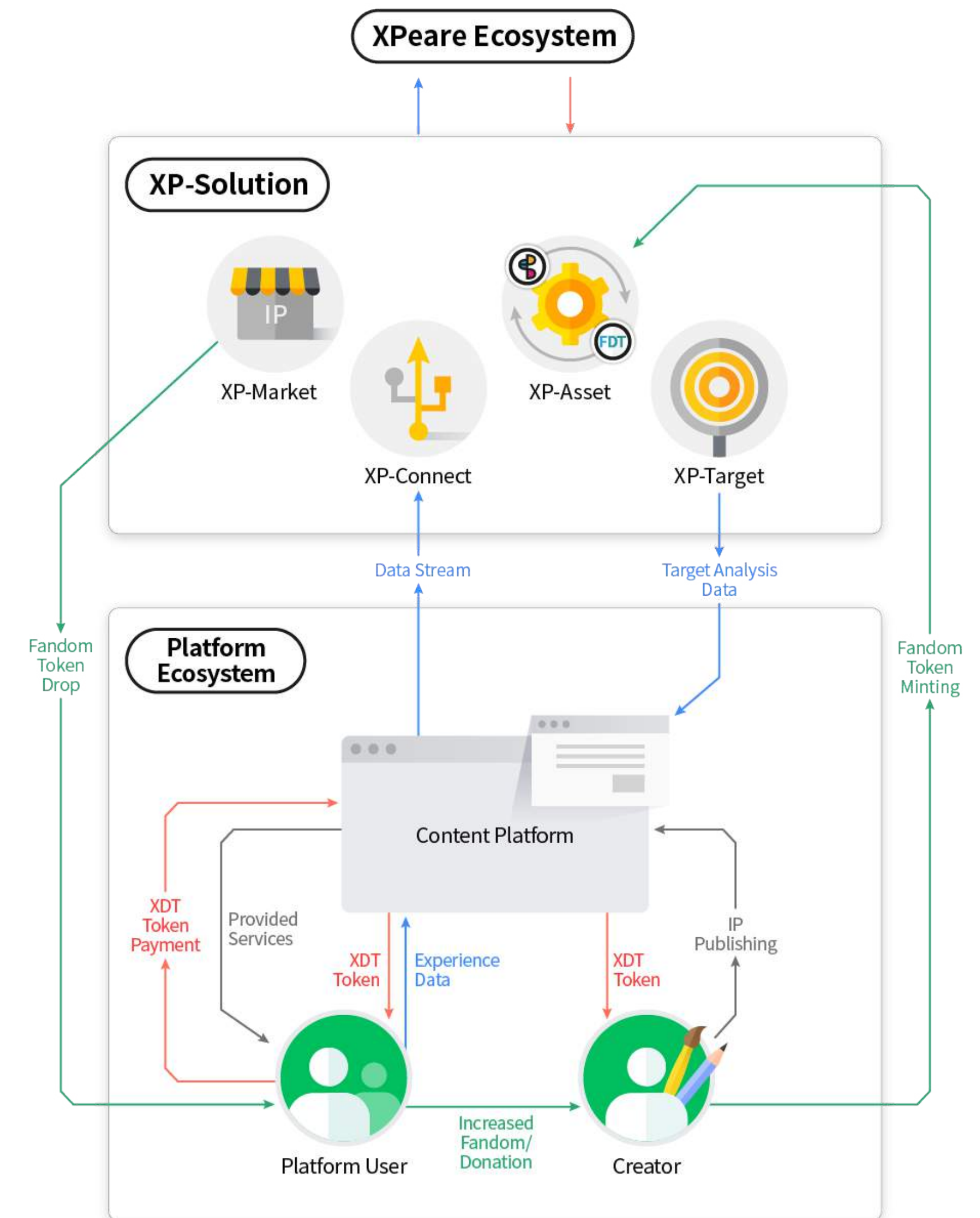
XDT(XPeare Data Token)

**With a cross-chain bridge,
XDT can exchange from one blockchain network to another.**

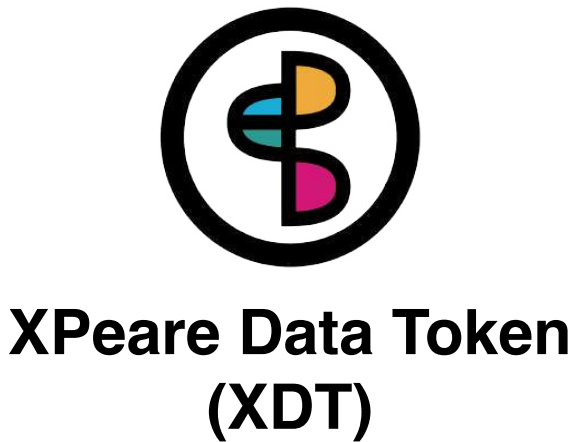
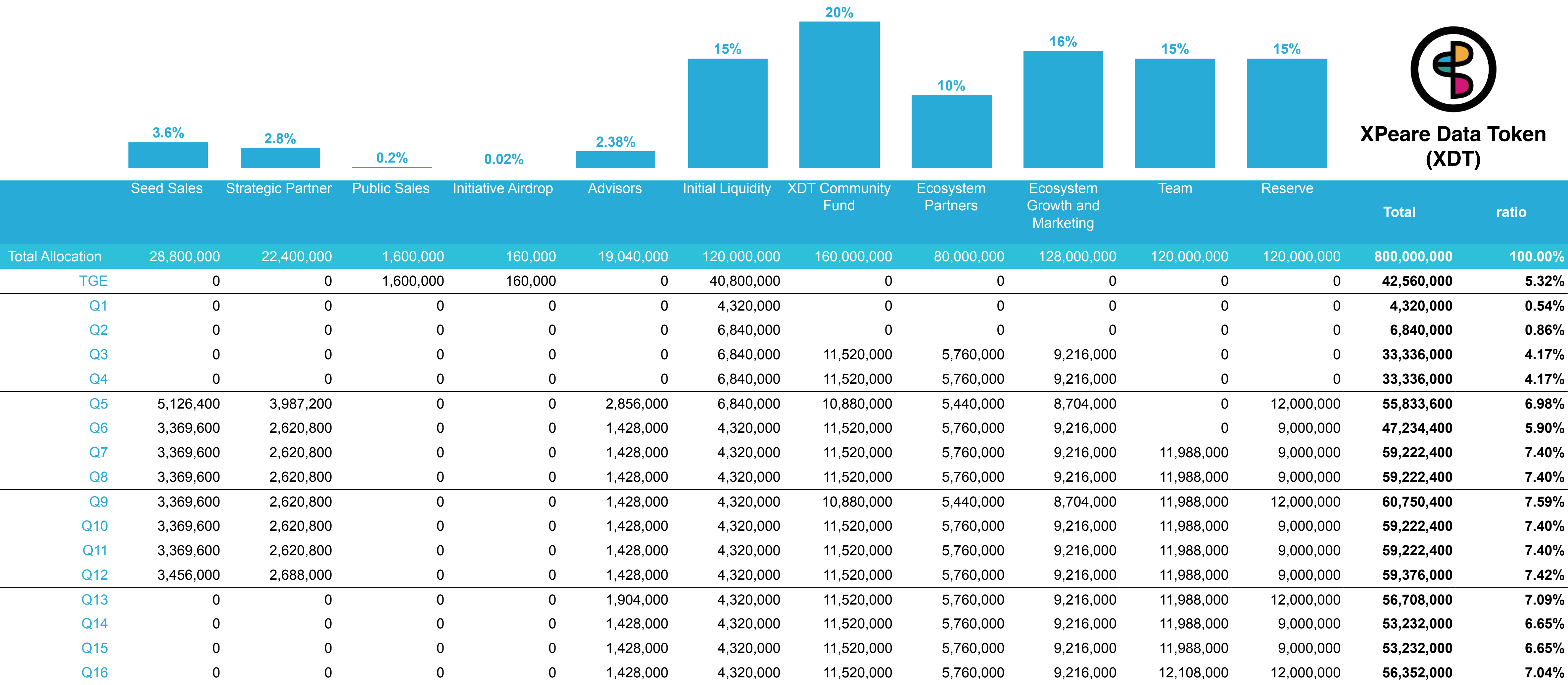


XDT Reward

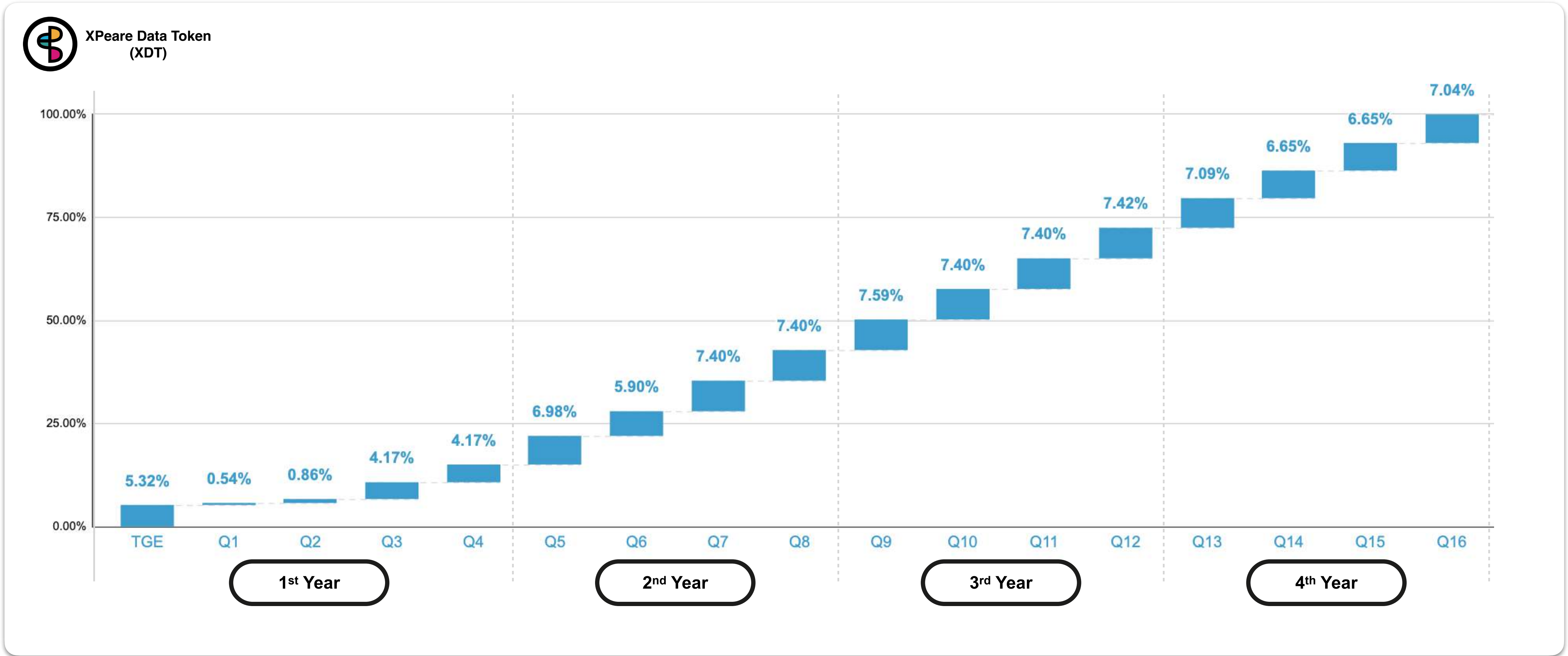
- XDT tokens are rewarded to users based on their activity on the XPeare ecosystem platform. XDT can be earned by community contribution, creation activity, content purchase, and through token swap service.
- XDT reward system is customized based on “Fandom Level”. Fandom level designed to encourage community activity, creator patronage, and platform retention.
- The highest weight in the fandom level calculation is XDT donations to creator. Also by holding FDT, users can increase their fandom level to maximize XDT reward rate.



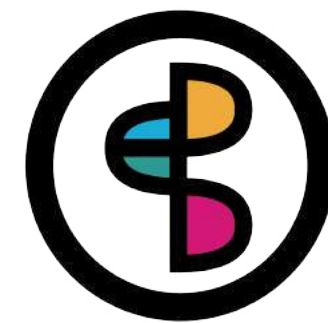
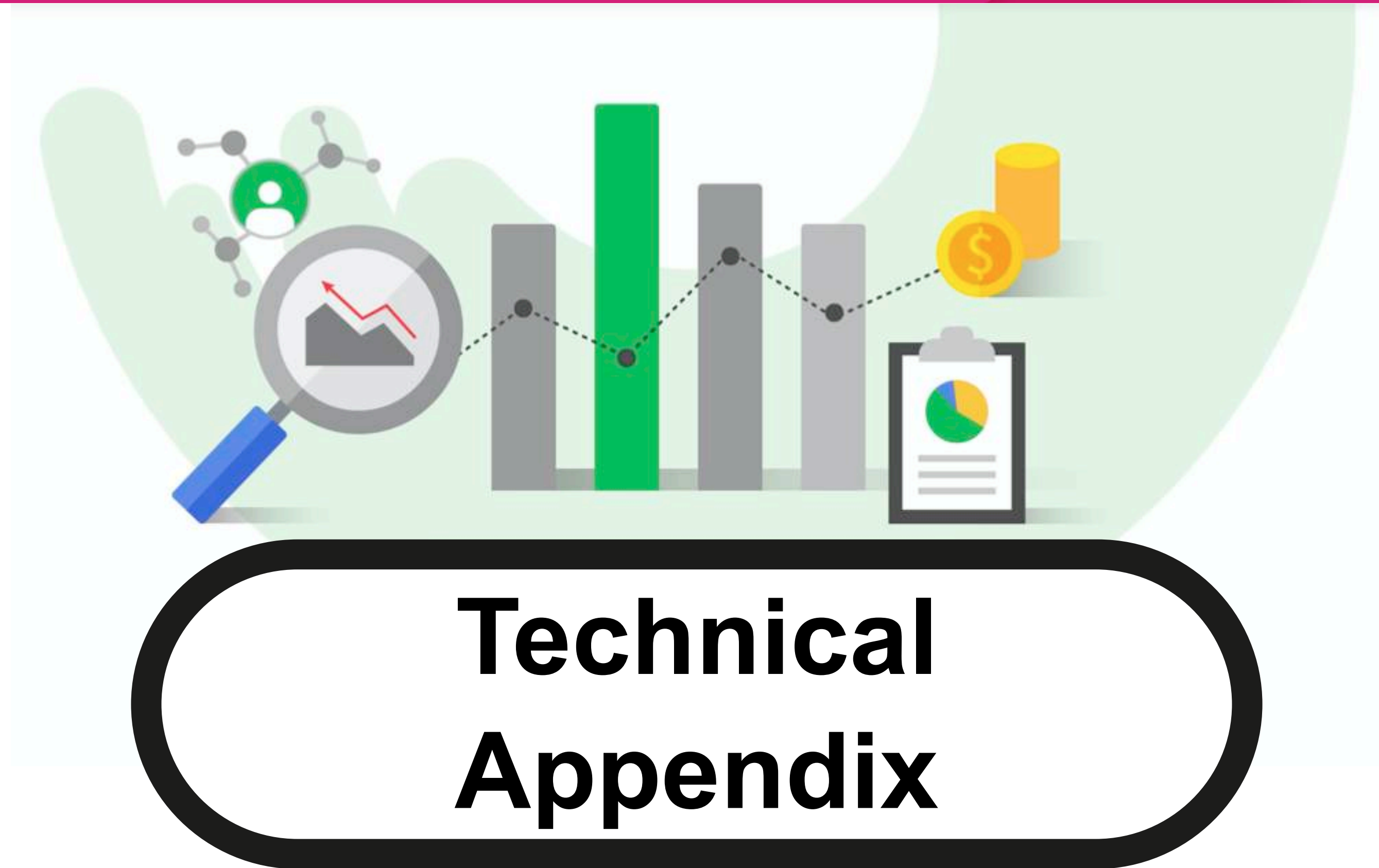
XDT Token Metrics



XDT Token Unlock Schedule



Part 3. Technical Appendix

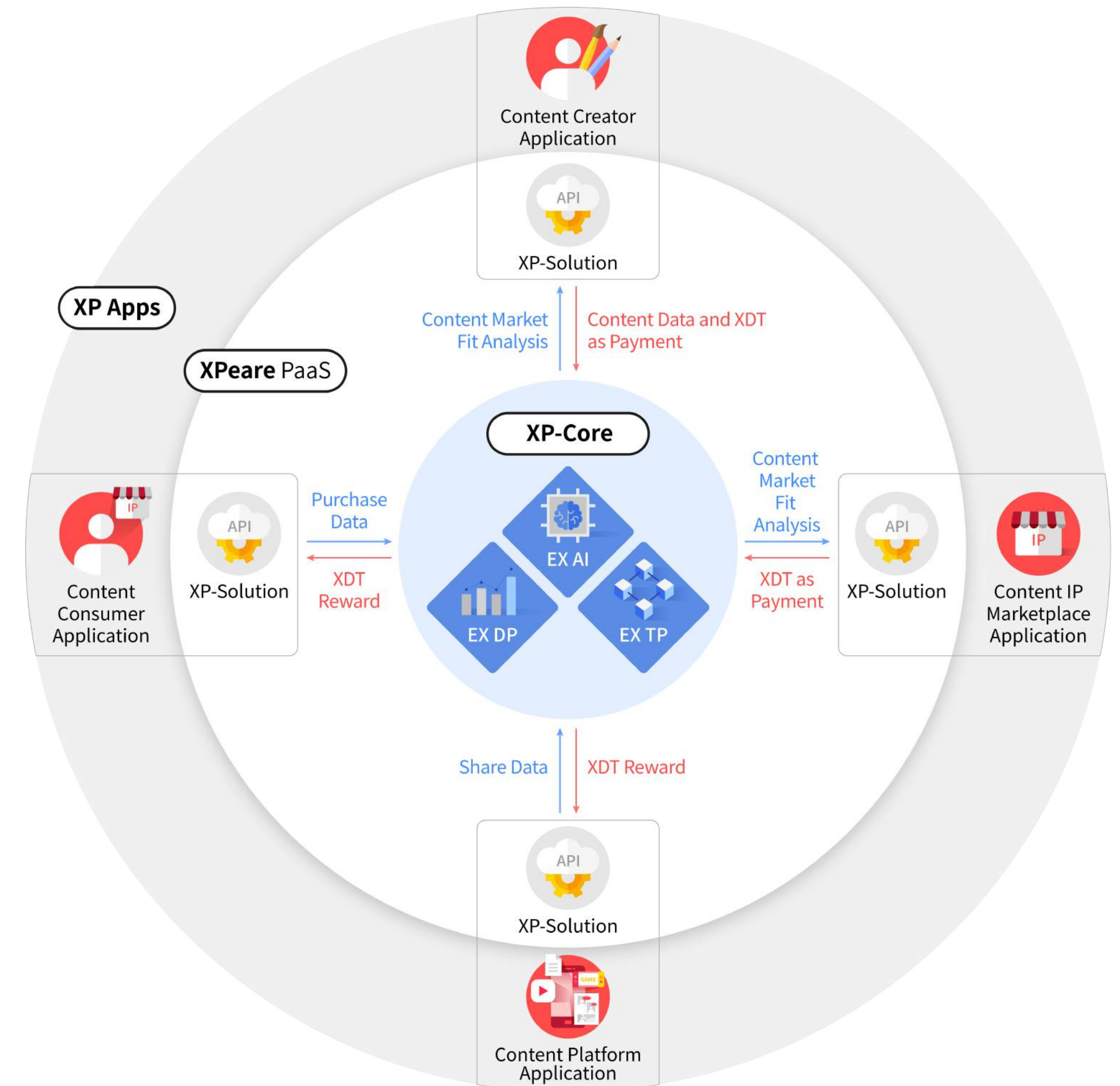


Roadmap

XPearse Roadmap		2021	2022	2023
XP-Core Development	EX DP	EX Data Platform (EXDP)		
	EX AI	Preference Elicitation Model	Popularity Prediction Model	Content Market Fit Engine
	EX TP	Klaytn Mainnet Integration	Klaytn Mainnet Integration	DAO Protocol
XP-Solution Development	Asset	Wallet API	FDT Manager	Exchanger
	Connect	Collector	Explorer	Analytics
	Market		Copyright Registry	IP Trust & Valuation
	Target	Search & Recommendation		Target AD
Business Development		Wallet Launch	Launchpad Launch	Content IP Marketplace Launch

XPeare Ecosystem

- XPeare ecosystem consists of 3 layers; XP-Core, XP-Solution, and XP Apps.
- XP-Core is the technical foundation that manages AI and blockchain technology. XP-Solution is built on XP-Core to provide innovative content accelerating PaaS. And XP Apps are built using XP-Solution.
- XP Apps can manage and analyze user experience data and content data through the XP-Solution. It will help in strategizing platform growth plan to increase user activity and creator reward.



XPearse Platform Structure

○ XP-Infra

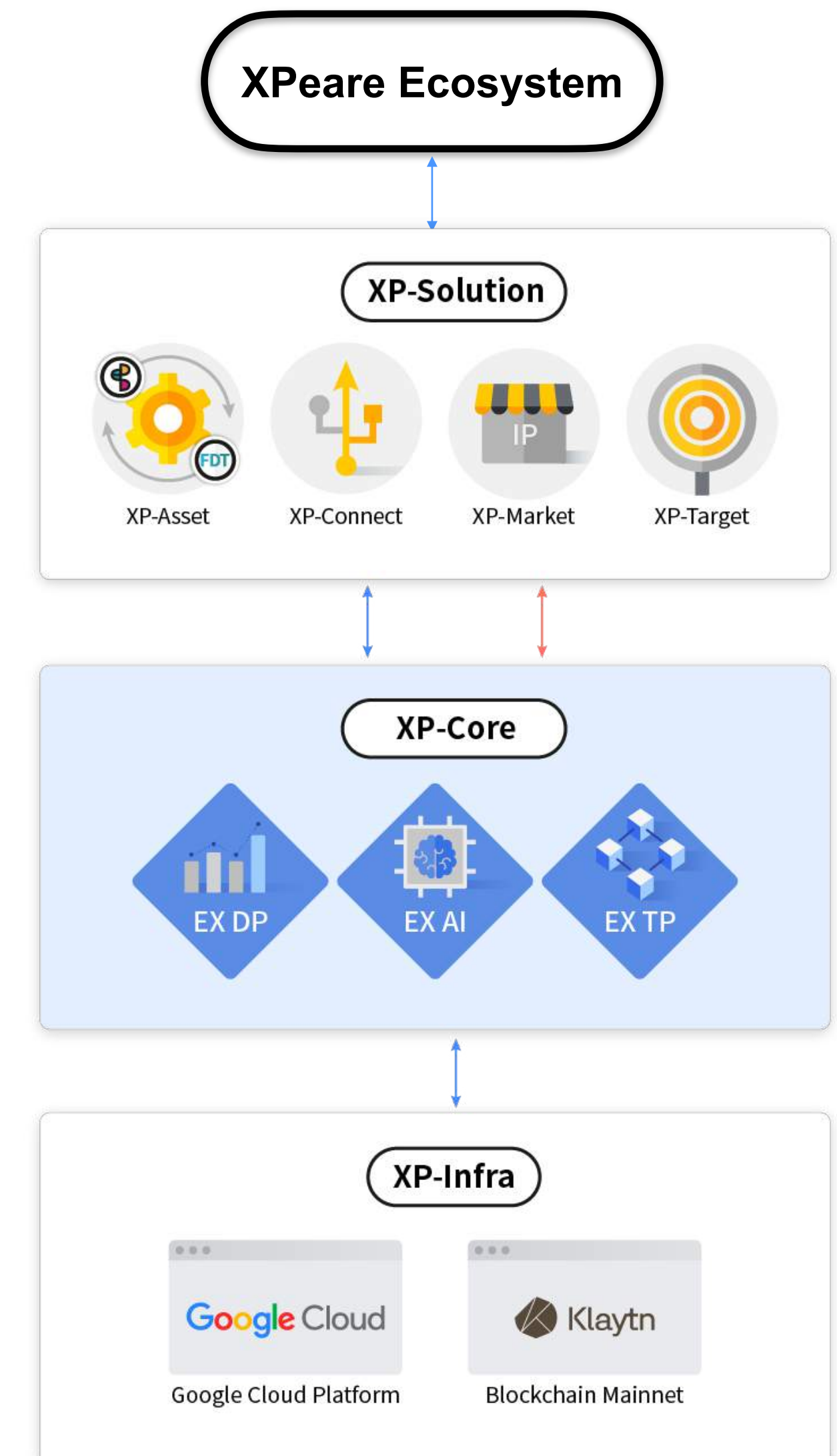
XPearse is a official tech partner of Google Cloud Program. Using Google Cloud Platform, secure, high performance, big data analytics platform was built. Also, Klaytn blockchain mainnet was used to provide fast and stable blockchain service.

○ XP-Core

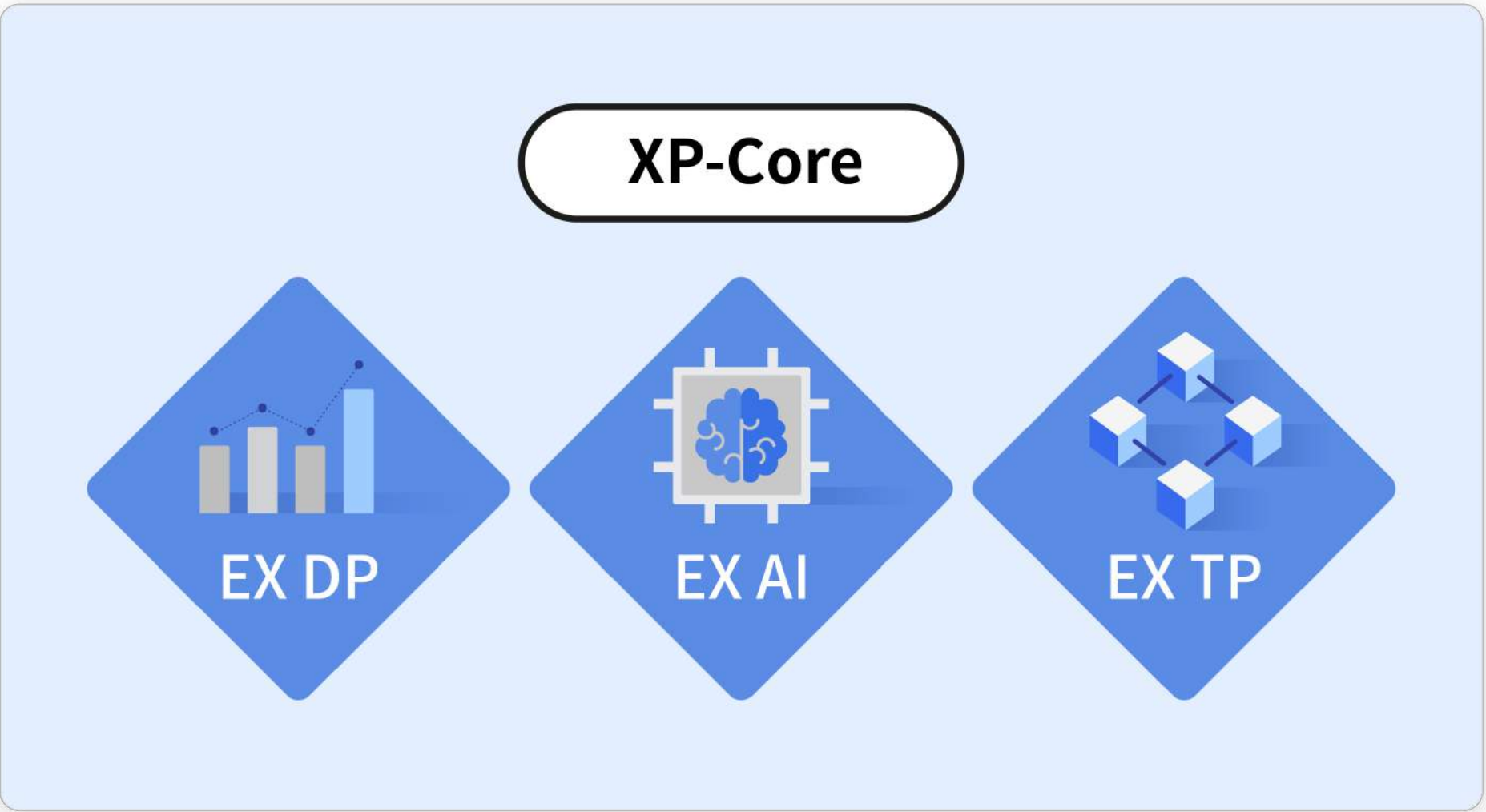
The core provides business intelligence service and data value reward system. XP-Core can be used to build content acceleration solutions for tokenized content IP(NFT) creation, consumption, and content business development.

○ XP-Solution

Solution API is provided for platform, user, creator, investors depending on their specific service requirements. Implementing the solution with existing system would enhance their services with AI and blockchain technology.



XP-Core



The foundation of XPearse ecosystem, XP-Core, consists of 3 parts. XP-Solutions use EXDP for data management, AI engine modeling for EXAI, and blockchain and token management for EXTP.

Content acceleration solutions are built on XP-Core to provide business intelligence service, data rewarding system, and support for content related activities. The acceleration solution enhances content IP creation, consumption, content business expansion.

EX DP

Data can be collected/stored/managed/analysed in entertainment common data model. Platforms who uses EXDP can easily transform their platform to become data ready.

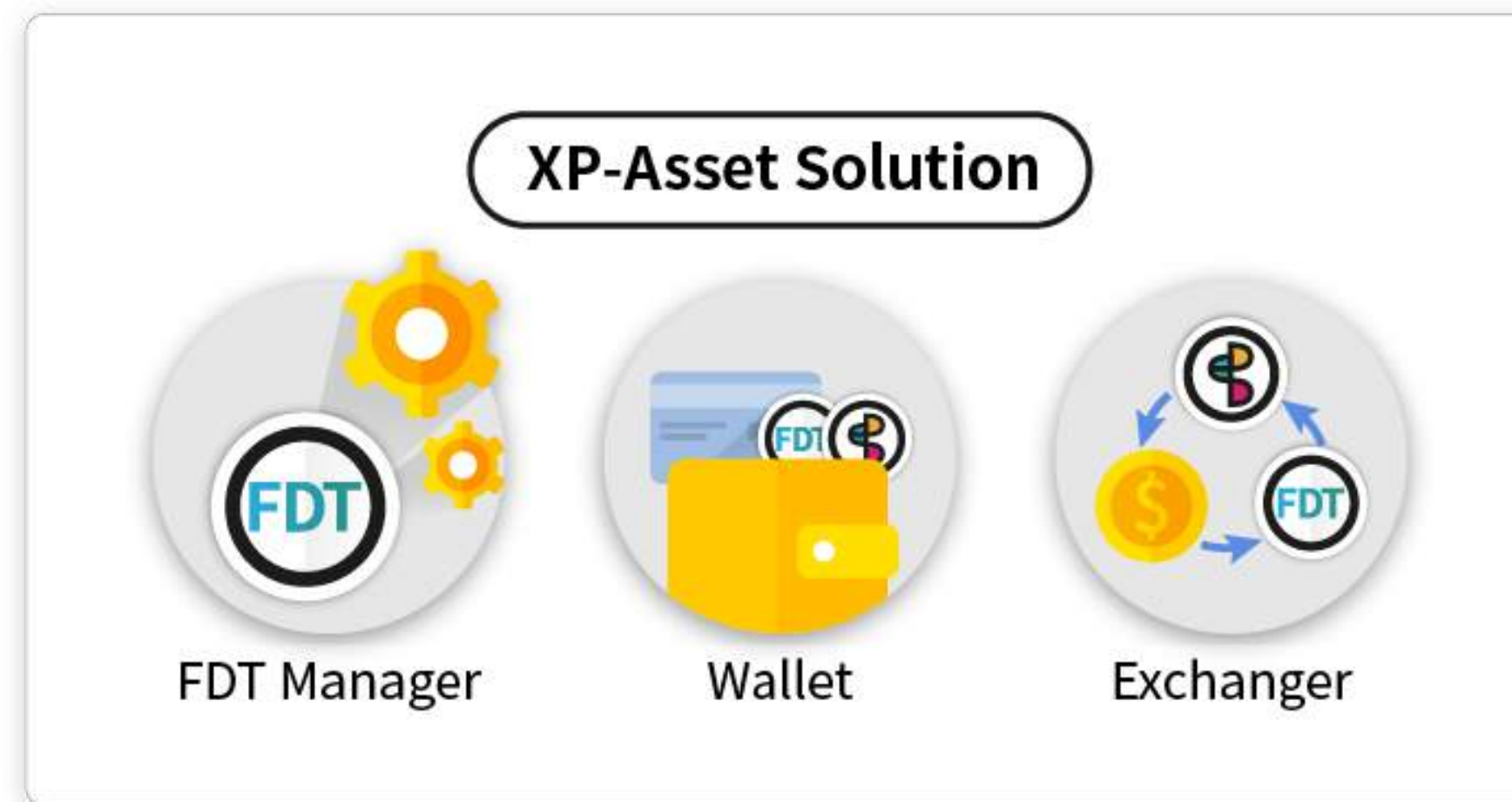
EX AI

AI model and engine for consumer preference elicitation and popularity prediction is being developed. Data from EXDP is used in machine learning to create algorithm for curation, search, advertisement, and valuation solution.

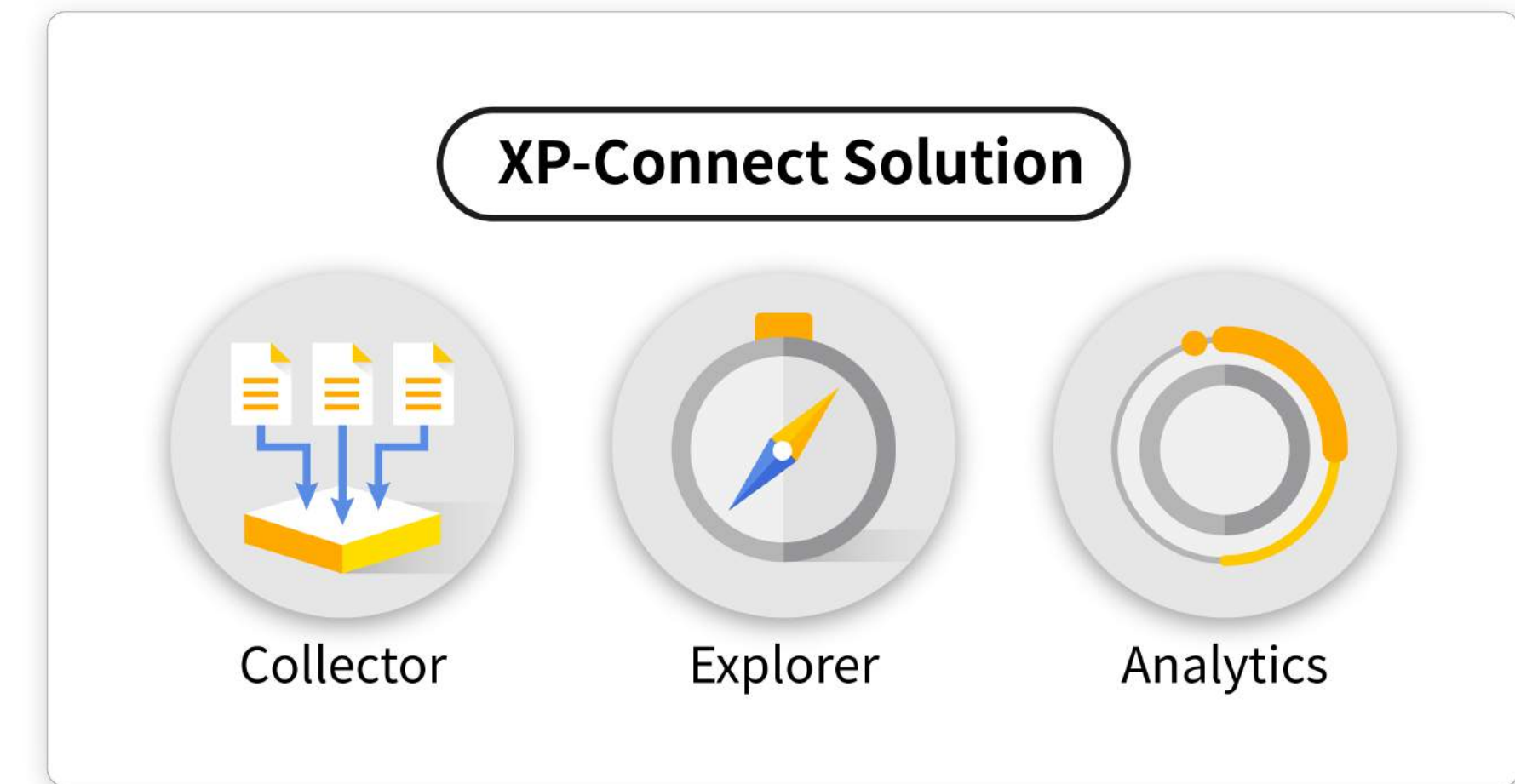
EX TP

Blockchain and token management of XPearse ecosystem is built on EXTP. EXTP consists of smart contract infrastructure that does not have dependency on specific blockchain.

XP-Solution



- Fandom Token management
- Quick and easy construction of token economy
- Make liquidity using the Exchanger



- Business intelligence solution for data collection/management/search/statistics
- Entertainment experience data and content data collection
- Entertainment Data Analytics

XP-Solution

XP-Market Solution



Copyright Registry



IP Crowdfunding



IP Trust&Valuation

- Copyright Registry
- Copyright IP Trust and Valuation
- Content IP(NFT) investment market utilizing content market fit valuation analysis

XP-Target Solution



Recommendation



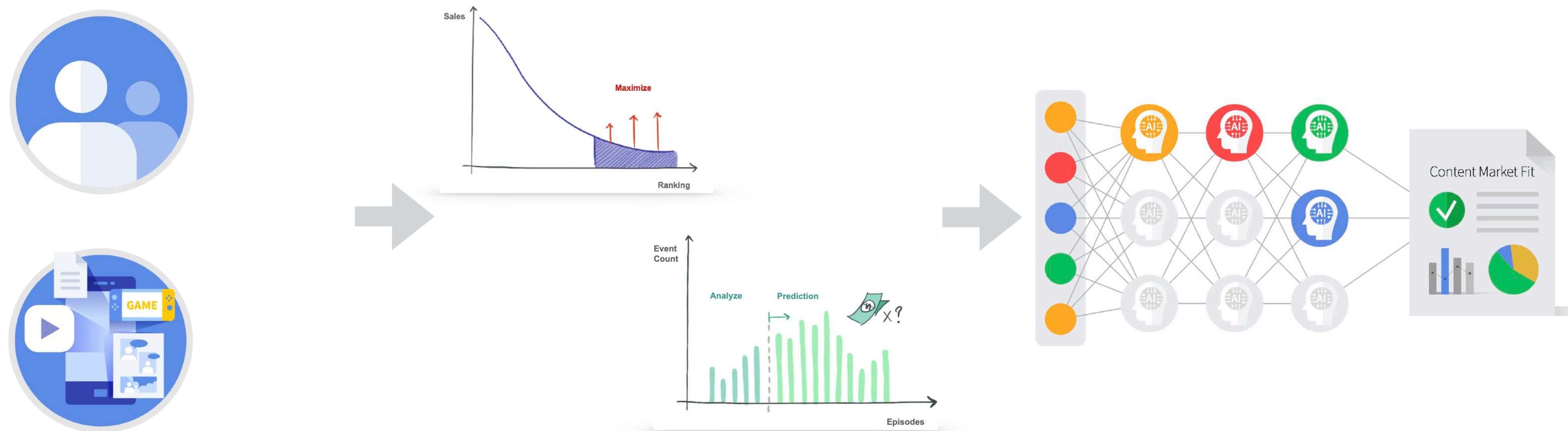
Search



Target AD

- Preference elicitation and popularity prediction using data Analysis/machine learning
- Recommendation, searching, targeting using AI engine
- Optimising service UX and executing targeted marketing campaign.

Content Market Fit Analysis



Content/User Data Unification

Consumers interactions and cross media content data are unified to create a user experience profile. The unified user profile enables **hyper-personalized services** for efficient content discovery.

Preference Elicitation & Popularity Prediction

The AI engine extracts preference from user data analysis and predicts popularity of content from **Story Flow and Topic Flow** analysis.

Content Market Fit Analysis

Combining **Popularity Prediction & Preference Elicitation** results, a comprehensive “**Content Market Fit**” analysis that predicts the possible market success is created. This will be core valuation metrics for content IP investment market.



Get in Touch
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