



The Global Street Culture NFT Community

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REALY is a global street culture industry focused NFT community. We are devoting ourselves to build the biggest virtual street culture world among the globe.

REALY's mission is SEAMLESSLY CONNECT THE PHYSICAL AND VIRTUAL WORLD. We believe that is the next life-style upcoming in the future.

—、 **The street culture market REALY based on**

1、 Street culture industry

REALY currently focused on the street culture industry, including RAP music, HIP-HOP dance, street art, street sports like skateboard, and street industry as sneakers, street wear, art toy, etc., which consist into a street culture life-style.

The global market value of sneakers, street wears and art toys has already beyond 200 billion US dollars, and keeps increasing every year.

The trendy items are usually distinguished with such notable feature like scarcity, high-value and active resale transactions. Just take the sneakers for example, the amount of the secondary market of sneakers has already been over 6 billion dollars in just one year. Therefore, anti-counterfeiting is a rigid demand for street culture brands; at the same time, liquidity is a key requirement for secondary market of street brands.

2、 Street culture is strongly interrelated to celebrities

Street culture is always leading by the KOLs of multiple fields. The street culture industry is highly bond to the celebrities.

Take the well-known rapper star Kanye West, Travis Scott for example. They are both the frequent Grammy Awards winners, and also the creators of the top street brands Yeezy and Cactus Jack. The street artists like Kaws, Futura, Hajime Sorayama, they do not only have achievements in their street art field, but also being the well-known contributors on collaborations of top street brands and luxury brands. Art toys are originally referred to art derivatives, and their brand leaders are also well-known artists or designers at first. At a larger scale, many pop stars are also fashion influencers. They

even have their own brands; they create, introduce and share their own street life-style to their followers, like Edison Chen, Hua Chenyu, etc.

3、 Fan-economy effect

Currently, the street culture industry consumers are mainly generation Z, which means they born at 1995~2009, about 15~30 years old. The world's largest markets are in US, China, Japan and Europe, Generation Z population is about 600 million. The street culture are globally homogenized, young people share the same street culture throughout different places around the world.

The gender ratio of street industry consumers is about 55-60% male, and 40-45% female. Gender-neuter style is very popular among the Generation Z worldwide.

Because of the strong relationship with the celebrities, street industry has a significant fan-economy effect. It can help to broaden the scope of application of blockchain technology and NFT, therefore, street industry would be the perfect and effective choice for a blockchain technology project as REALY to enter into.

二、 How does REALY run effectively

1、 The key of the connection between physical items and NFT - NFC chips

NFC means Near Field Communication, which is a point-to-point information protocol with high security level based on RFID technology. Every NFC chip owns a unique code globally, and it can be identified by smartphones. Thus it has vast application scenarios on transactions and paying like Apple Pay, which require a high level of paying security.

REALY adopts the NFC chips provided by NXP, which is the biggest and a reliable NFC chip manufacturer, and encrypts them with our own blockchain crypto technology. These encrypted NFC chips would be implanted into every item, one by one, to accomplish the one-to-one correspondence between virtual and physical items by generating an NFT through the implanted NFC chips on blockchain.

2、 How to secure the data authenticity—official corporation with the brands

The key part during the whole on-chain processing of a physical item is its authenticity. How to secure that the information implanted is genuine?

The answer of REALY is to officially incorporate with the brands themselves, and to implant the NFC chips into every item during the producing process, to ensure the inseparability between the physical item and its NFC chip. Thus, under the supervisory of both its brand and REALY, the on-chain data would be fully reliable and authentic.

Street wear, art toys and art derivatives are limited released and with high premium, thus they have a strong demand on anti-counterfeiting technology. REALY can provide the traditional street brands and luxury brands with an anti-counterfeiting and tracing system based on blockchain encrypt technology, through the NFC chips and their corresponding NFTs on chain. This is the perfect pitch point between the brands and REALY.

REALY has already made corporation with several well-known brands and IPs officially, including US street brand Revenge, SHINE which owns exclusive agency of Cactus Jack in China, Solestage which is a limited sneakers offline trading marketplace, INSTINCTOY which is a famous art toy brand in Japan, Mars Space Station which owned by Chinese famous singer Hua Chenyu, Mocatt Station which owns famous IP in art toy field like Doraemon, Ultraman, etc., FUN the art toy brand which owns Snoopy, Garfield, etc.

3、 How to ensure the security of the physical counterpart of an NFT—Escrow

NFT can be trade freely on blockchain, which brings high market liquidity to physical assets. Thus it can be applied to properties which have fully developed secondary market like street wear, art toy and sneakers. Whereas the NFTs represents the ownership to a physical asset, it would be a key problem to ensure the security of the physical counterpart of the NFT under trading process.

REALY and our partners own widely distributed off-line entities like stores and warehouses, which can provide escrow services of the physical assets for NFTs under trading process in REALY system. Only the NFT whose physical counterpart is being

under escrow can be trade freely on chain and the secondary market. The user who attains the current final ownership of the NFT can redeem from the escrow storage, and receives the physical asset through our international delivery service. When the physical asset being delivered, the NFT counterpart will no longer being allowed to trade in REALY system. The security of the assets under trading could be ensured though such mechanism as above.

Different from other NFT marketplace, REALY can effectively increase the market fluidity of traditional marketplace by adopting the high fluidity of NFT and providing escrow service of physical assets. In the future, we can provide more financial tools to users with DeFi protocol, which can increase transactions effectively; on the other hand, the NFTs based on physical assets will provide more reliable underlying value assets and application scenarios.

4、 How to build an eco-system—BaaS

A、 Blockchain as a service (BaaS)

It needs an APP on the smartphone to read the NFC chip and interact on, thus REALY helps the brands developing their own APPs independently, so they can gather their users, form their own communities and interact with them deeply.

REALY built a BaaS system, using blockchain as a service, provides a unified back end system to all the different APPs, to make NFTs can be traded on the same blockchain freely. Thus users from different App communities can trade their NFTs in the same REALY system.

BaaS services can expand rapidly, and decrease the cost for each brand at the same time.

B、 Centralized Wallet

The marketplace under REALY eco-system does not only targets to crypto users, but also massive traditional internet users. The major obstacle that keeps them away from NFT and blockchain is decentralize wallet, not just on the difficult of use, but more on the cognition and awareness level.

To facilitate the brands and internet users, REALY built a centralized wallet system, which is similar to centralized exchange like Binance. Users can create an account by register with their phone number or email address, then the system will allocate a wallet address for them to manage their own NFT and FT assets. Of course REALY provides technical support for them to withdraw their NFT and FT asset to their own decentralized wallet, to make a balance between centralization and decentralization.

REALY has always been a staunch supporter on decentralization, but we still believe centralized wallets can transfer more internet users to blockchain and NFT users at the very beginning. It can cultivate their awareness on asset ownership, thus decentralized blockchain technology can be widely accepted. Centralized wallets are the substantial tool to build a bridge toward massive appliance of blockchain and NFT.

三、 REAL tokenomics

1、 The allocation of REAL token

REAL is an utility token which can be applied to APPs and marketplaces in REALY eco-system as a tool for paying, staking and attaining qualification, etc.

The total amount of REAL token will be 100 million, issued on multiple chains like Ethereum, Solana, Binance Smart Chain, etc. In which 20% will be allocated to the early investors, 20% will be allocated to the core team and advisors; 15% will be hold by the foundation, and the rest 45% will be allocated to the community.

2、 Trade-to-earn

Users will get REAL token as a reward when they trade their NFT collections in REALY eco-system.

At a certain time range (like every week) and a certain marketplace, according to the contribution ratio to the whole transaction amount, a user can receive the REAL token from the reward pool.

The main purpose of Trade-to-earn mechanism is to attract new users and to support brands and creators, thus to enlarge the whole market scale of the REALY eco-system.

3、 Play-to-earn

Users can get REAL token as reward according to their gaming time and contributions to the system.

Play-to-earn mechanism will be applied to the metaverse project in REALY eco-system.

The main purpose of play-to-earn mechanism is to persuade users to devote more time to experience the metaverse, increasing user stickiness.

4、 Staking

Users can stake their REAL tokens to different marketplaces, brands or creators to gain a commission reward.

The main purpose of staking is to allow the users to share the growth of the marketplaces, brands and creators they support; thus they can grow up together.

5、 How to motivate the brands and creators

The brand or creator who attains top (like 20%) users' staking REAL token would be rewarded with a certain portion of total commission in a certain time range.

Brands and creators are the substantial source of a prosperous REALY eco-system. REALY will constantly support the development of excellent brands and creators.

四、 The future of blockchain and NFT—metaverse

1、 The main problem of the current NFT market: lack of application scenario

At this moment most of the NFT projects all devoted into create a marketplace, but give no application scenario to the users after buying the NFT. They either go back to the marketplace to trade, or go into some DeFi + NFT protocol to financialized their property. Otherwise the NFT can only be dumped in their owner's wallet.

This problem is beyond the comprehension of most of the traditional fashion industry companies and IP creators, because they have been used to satisfy the needs of their

customers, or to presume a real-life scenario for their products.

This is also the problem REALY kept to solve. And our answer is: Metaverse.

2、 The essence of blockchain and NFT: virtual world and its components

We believe, that the essence of blockchain is a virtual world, while crypto coins is the currency, and NFT is the items that exist in the virtual world. This is the basic logic of blockchain and crypto-economy, meanwhile the foundation and future of our project.

Deduce from traditional economics in our real world, currency is essential to trading, and transaction activities are based on the financial system. That's the root cause of why Ethereum starts to search for and to promote the development of NFT market, after they created ERC20 tokens and decentralized financial tools.

3、 The future of NFT: Metaverse, every virtual item can be NFT

Thus, we can draw a conclusion from these two standpoints: NFT is the future of blockchain, and metaverse is the future of NFT.

If we expand our vision, more than what we've concluded is that the virtual world and metaverse are also the future of game industry and the whole internet. For example, as the developer of Unreal Engine and the game "Fortnite", EPIC company has raised 1 billion dollars to invest into its metaverse program; NVIDIA not only joined EPIC's fund raising but also launched its own metaverse platform "Omniverse"; as one of EPIC's primary shareholders, Tencent's chairman Pony Ma raised his new concept "Complete Reality Internet", and it was considered to be the tendency of the next generation of the internet. The most convincing proof is that the first public company which focusing on metaverse development "Roblox", has already reached the market value of 50 billion dollars.

Thus, we can derive a reasonable conclusion that, all the virtual items can be created into NFT, and blockchain would be the essential infrastructure, together with internet, they will combine into the future metaverse.

4、 The mission of REALY: SEAMLESSLY CONNECT THE PHYSICAL AND VIRTUAL

WORLD

As a fact, the key turning point of the booming of virtual world and metaverse is the COVID-19 pandemic outbreak at the beginning of 2020. The pandemic changed the way of life, the markets of gaming, e-commerce, SNS, telework are all surging since then. Furthermore, we also believe that the breaking progress of AR/VR technology and the hardware development can drive the real world to fuse with the virtual world forwardly.

The mission of REALY is SEAMLESSLY CONNECT THE PHYSICAL AND VIRTUAL WORLD. That is also the key point that distinguishes REALY from any other NFT project. REALY has already made connections between physical and virtual world through NFC chips, NFT technology, and the corporation with traditional economic entities like famous brands, IPs and celebrities. The metaverse project which REALY is going to bring out will become the conjunction of all the users, brands, IPs, celebrities and their fans, then we can gradually fulfill the great seamless integration of physical and virtual world.

五、 Roadmap

2021/5:

A. REALY APP which based on BSC will be launched as a marketplace for limited NFT collections like art toys, streetwear, etc. Mechanisms of trade-to-earn and staking will be started.

B. Mars Space Station APP will be officially launched, limited collections primary market will be opened.

2021/6 :

A. REALY eco-system APPs based on Solana will be launched, trading cost will be decreased.

B. SHINE APP will be launched as a marketplace of limited collections as sneakers and streetwear. Cactus Jack, Revenge will put their limited productions on sale, and the mechanisms of trade-to-earn and staking will be started.

2021/7:

Macott Station APP which holds many art toy IPs like Doraemon, Ultraman, will be launched, and open its primary market.

2021/12 :

The Metaverse project of REALY eco-system will be launched, virtual NFTs like games, brands, music, arts will be put on sale, play-to-earn mechanism will be started.

REAL Foundation

May 4th, 2021