realy

Initial and Fantastic
Street Culture Metaverse

December 2021

I. REALY Metaverse

Realy, as its name, starts from the real world and enters the virtual world by creating a new metaverse ecological world, "virtual is the future, and the future has come".

Realy Metaverse, also called KOOOLA virtual city, is a super-realistic style AAA Metaverse game product. Social, e-commerce, games, and trading are perfectly integrated here, which means virtual and reality are perfectly merged.

1. "Online Forever"Virtual Life: Avatar and Occupation

A. Avatar

Avatar is the player in the virtual world. And super-realistic style gives the player a sense of real substitution. In addition to buying Avatar NFTs on the market, players can create personalized Avatars through face-squeezing tools and mint them into NFTs for sale.

The 3D virtual clothing worn by Avatar comes from real-world brand clothing including luxury goods to streetwear brands and you can find your favorite brand. If you are a designer, you can use clothing design tools to design your own unique clothing into NFTs based on various patterns and sell them into the market.

Users can own, feed, and accompany their virtual pets, and use the Mecha fighters as a way of transportation to fly to the sky island in KOOOLA.

B. Occupation and Attributes

Each Avatar has its own unique talent attributes, such as intelligence, physical strength, artistic power, and social power, etc. The random attribute value determines the career path you can choose.

There are many options for a career including singer, artist, designer, athlete, and astrologer, etc. You can choose one based on your own preferences. For example, you can be a bartender in the most dazzling nightclub in KOOOLA, a shopping guide in a favorite brand store, even street skateboarders, road traffic police, and roadside vendors. Users can live their own second life here.

Each brand has its own style, and virtual clothing also has its own attribute. Whether it is chic or vintage, street or conventional, functional style or purely natural, you can show your personality through your unique clothing style. For instance, when a guy in chic and functional clothing drove past a group of beauties on a motorcycle, the girls would scream, "Wow! So handsome..." When going to a dance in rebellious street clothes, you maybe get blocked by the security guard at the door.

C. "Online Forever"

When you are online, Avatar is your virtual avatar, bringing you an immersive experience. When you are offline, Avatar wins himself back. He is a virtual person in the city of KOOOLA, in the virtual city with a set of AI-driven self-discipline systems. In the end, whether you are experiencing virtual life or Avatar is living his digital life, this may be the difference between reality and dream in the same universe.
For instance, if you are a singer when you went online, you found that your Avatar sang in the street when you were offline and made a lot of money from other players' rewards. Isn't it fun?

2. "Metabolism" virtual city: land assets, lease, and operation

KOOOLA, a super-realistic, futuristic, technologically-conscious city, brings players an excellent and immersive experience.

When most of the environment is destroyed by humans and cannot survive, using scarce land resources more effectively has become an essential consideration when we make urban planning and layout. KOOOLA provides a development model that uses the Japanese "metabolism" school theory as its core guiding ideology, which we call a three-dimensional ecological model. In this model, the building always grows upwards without restrictions. In the KOOOLA city, architecture is like life, born, grows, and disappears. The ecosystem is no longer the surplus and supplement of the building, but a symbiosis with the building. Wherever the human footprint goes, the ecosystem will develop.

In the KOOOLA city, land assets are scarce. The entire city is composed of many blocks, and each block has its own building, and each floor of the building has its own shops, galleries, and apartments. From blocks to apartments, they are all virtual estate NFTs in the city of KOOOLA. With virtual estate, you can build and decorate it according to your own needs, or lease it to brands or other players.

Virtual goods can be sold in shops and galleries. In addition to paying taxes to the platform and the city, the operating income of players also needs to pay rent or share to the virtual estate owner. However, if the store is operated well, the number of active people and the transaction amount are high, not only can it obtain urban incentives, but the land where the store is located can also have more airspace or underground development rights.

3." Cool" virtual concert: brands, artists and KOLs

The virtual idol is the most shining star in KOOOLA and is the goal that every virtual being dreams of.

In fact, there are three ways to become virtual idols. One is an artist in the real world. Through 3D scanning and motion capture technology, a real-world idol can be duplicated in the virtual world. Moreover, the virtual idols who have already lived in Instagram or Tiktok need to come to the real virtual world of 3D, and KOOOLA is where they belong. Besides, if you are a singer player in KOOOLA, with your own talent and unremitting efforts, you also have a chance to become a highly anticipated virtual idol from a roadside singer, which depends on your community in KOOOLA and fans.

A cool virtual concert held in the city can not only bring real artists and fans into the virtual world, but also attract brands to advertise, implant, issue virtual goods, and interact with users for fun. Fashion brands, streetwear brands, graffiti artists, musicians, rappers, skateboarders, and fans will all interact closely in the virtual world, which is also a surreal and immersive experience.

4. "Free and Democratic" virtual community: City DAO

The entire virtual world is managed and operated by a decentralized DAO organization, and players can freely register, join and exit the autonomous organization. From the tax collection and distribution mechanism of Metaverse DAO and City DAO to the specific rules of specific industry unions, interest unions, and owner committees, players can participate in community governance through democratic voting.

Take City DAO as an example. Holding Block, Building, Store, Gallery, Apartment and other land NFT assets will automatically become a member of the City DAO, with different weighted voting proportions based on the type of land. Players living in the city, as long as they are willing to participate in proposals and voting, can express their opinions by stake $REAL and exercise their basic rights as citizens of the city.

The main functions of City DAO are as follows:

A. Players propose to form the basic value of the city, such as the city tax charged on shops opened in the city;

B. Determine the allocation ratio of City DAO to land holders $REAL and users who stake $REAL;

C. Decide on special activities and related budgets in the city.

The DAO formed by the residents of a Block decides the architectural style and layout of the entire community and introduces brand shops or art galleries. Because the holding of any event may affect the value of land assets in the area and the activity of users, which

5. Integration of virtual and reality

Metaverse, where virtual and reality will seamlessly merge.

In the city of KOOOLA, you can buy a virtual garment of your favorite brand and send a real one to your real home. After receiving the real object, the NFC chip implanted in the garment can be scanned through the APP to verify the authenticity and the corresponding NFT information. In the real-world store of the brand, you can also claim your virtual clothing NFT and wear it on your Avatar in the city of KOOOLA by scanning the NFC chip. You can share both virtual and reality with your Avatar.

Real artists can log in to KOOOLA through Avatar to hold virtual concerts, but is there a way that the most popular virtual idols in KOOOLA hold fan meetings in your real world through holographic projection? With the maturity of VR and AR equipment, the same virtual scene can be immensely experienced in both virtual and reality.

KOOOLA will be everywhere.

II. Technical basis

1. Unreal Engine

The independent game engine Unreal Engine 4 is used to develop a hyper-realistic visual virtual world, which means that thousands of games and applications have been running on the "stack" of its tools and software, simplifying the process of affairs and making it easier for the Realy metaverse to share assets, integrated experience and sharing information.

Unreal Engines are used in various traditional media experiences. For example, Disney's "The Mandalorian" was filmed and fully rendered in Unreal, and director Jon Favreau was able to truly enter the digital scene to compose and position characters. The audience is also free to investigate most of the scenes that most of the environment and assets have already existed.

In addition to movies and TV, Unreal Engine is frequently used in live events: For example, Unreal Engine provides support for Fox Sports' NASCAR scenes, which also provides the bottom layer for applications such as Realy metaverse virtual avatars and concerts technical support.

2. NFT and Wallet

A. Virtual product NFT

Every virtual product is an NFT, and NFT gives the virtual product real ownership.

Brands can officially issue virtual goods NFTs, which mainly include wearable and usable tool-based NFTs such as land assets, virtual clothing, pets, and mounts. Some branded products NFT can achieve a one-to-one correspondence between physical objects and virtual products through encrypted NFC chips. Users can hold physical objects and virtual products at the same time.

Players can independently mint NFTs such as Avatars created by face-squeezing tools, virtual clothing designed by clothing tools, 3D model buildings that meet technical standards, furniture, decorations, artworks, music, videos, etc.

Through shops, galleries, and trading markets, players can sell their NFTs. The issuer can also get royalties by selling NFT through secondary transactions.

B. Compatibility of decentralized wallets and centralized wallets

Decentralized wallets will become the decentralized identities of users in Web3.

Information, data, and social networks of users will become assets under the control of users. By connecting to a decentralized wallet, users can log in to various products in the Realy ecosystem and experience the metaverse.

On the other hand, it is essential for Realy that to lower the barrier to use blockchain and attract more traditional internet users. And it is also the embodiment of the advantages of Realy's many brands, celebrities, and artists resources. Therefore, Realy has independently developed a centralized custody wallet system. Users can automatically obtain a wallet address by registering with their mobile phones and emails and using Realy blockchain products freely.

The compatibility of decentralized wallets and centralized wallets can greatly expand the users of Realy. At the same time, after centralized wallet users' autonomous control of data assets and other blockchain awareness mature, they can freely transform to decentralized wallets, and the assets of centralized wallets can also freely enter and exit.

C. Multi-chain compatibility

Realy Metaverse is based on the Solana and is the first virtual city metaverse product on the Solana.

However, at the same time, the Realy ecosystem is a multi-chain compatible system. Realy has connected with Binance Smart Chain, and has products that focus on physical NFT transactions, such as fashion brands, art toys, sneakers, etc., and has more than 100,000 registered users. With the development of Metaverse products, Realy will also support other public chains including Ethereum, providing metaverse products with hyper-realistic and immersive experiences for the entire Web3 community.

3. Holographic projection and IoT chip

Equipment and technologies such as holographic projection, 3D projection, AR, and VR are all technical tools for realizing the integration of virtual and reality at the content level. Realy will cooperate with industry-leading technology companies to help users in all aspects of Metaverse content products such as virtual concerts.

Realy uses NFC IoT chips, which are encrypted and mint into NFTs, and which realize the functions of anti-counterfeiting, one-to-one correspondence, right confirmation, and transactions between physical and virtual goods. It is a technology and tool to realize the combination of virtual and reality at the commodity level.

III. Token Economy
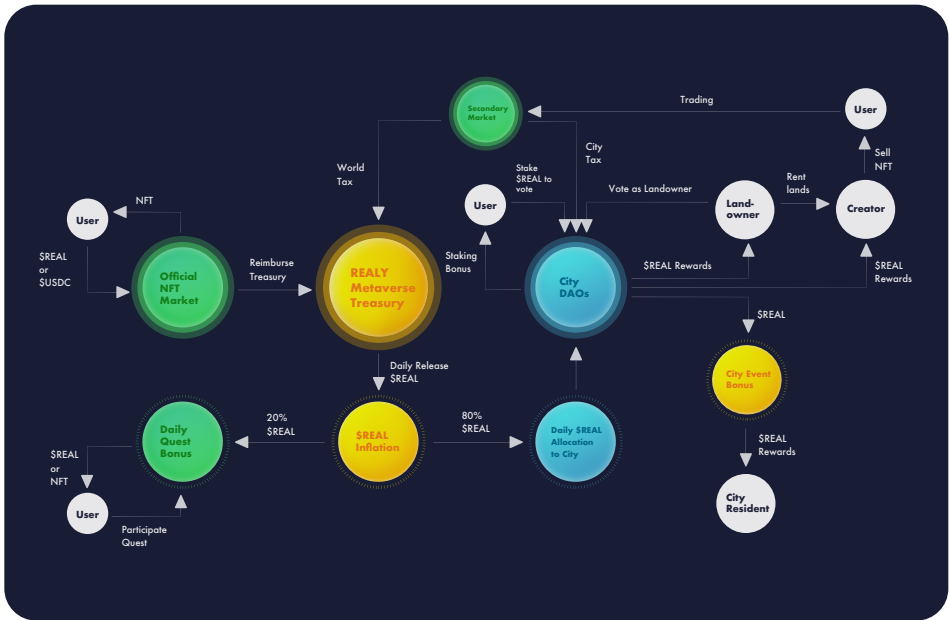
1.$REAL application scenarios

A. $REAL token

The $REAL token is released in the form of gradual release of inflation, which is mainly used to reward various behaviors and activities in the metaverse.

B. Treasury

The Realy Metaverse treasury releases $REAL every day. Part of which is released to daily tasks, and the other part is injected into City DAOs. Different cities will have competitions.
The replenishment of the world treasury is mainly in two ways: part of the commission from the official sale of NFTs, and the world tax contributed by the secondary trading

C. Land owning and renting

Players who hold land NFT assets automatically obtain voting rights for the City DAO. Land can be leased to creators to run businesses, and the rent is determined by the market supply and demand.

D. Store operation

Owning or renting a NFT can open a store in the virtual city. Both the land owners and operators will get $REAL rewards based on the activities and transaction volume of the
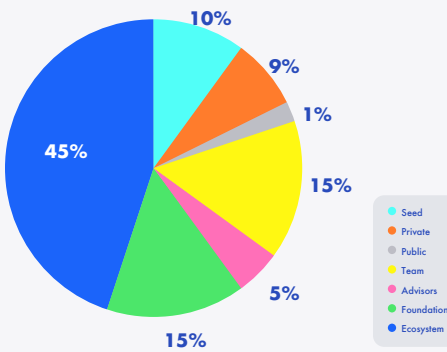
F. Staking to Vote

City players can stake $REAL to get voting rights and get staking rewards at the same time.

G. City events

The city regularly organizes or co-brands city events. And participating users can get $REAL rewards.

2. Token distribution and the lock-up period
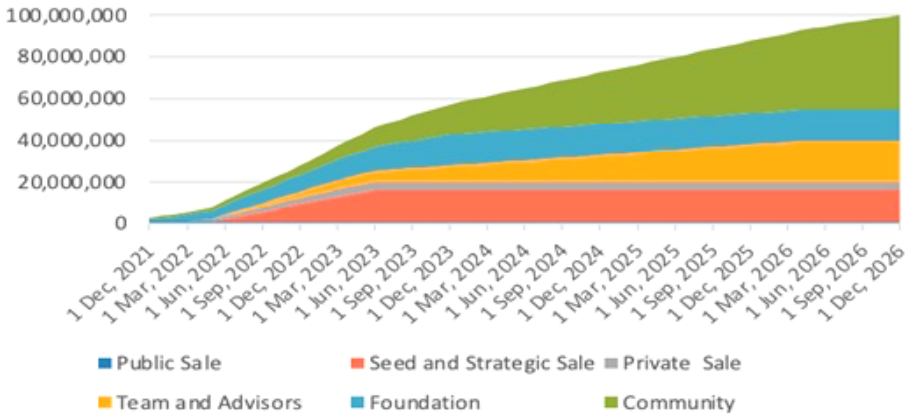
Token Allocation: Community always come first

Pie chart:
- 10% — Seed
- 9% — Private
- 1% — Public
- 15% — Team
- 5% — Advisors
- 15% — Foundation
- 45% — Ecosystem

20%：Team, advisors and partners.

20%：Investors.

45%：Community and ecosystem for "Live to Earn" mechanism.

15%：Foundation Reserve.

Token Release Schedule

- **Public Sale**
- **Seed and Strategic Sale**
- **Private Sale**
- **Team and Advisors**
- **Foundation**
- **Community**

Token allocation:

20%   Team, advisors and partners

20%   Investors

45%   Community and ecosystem for "Live to Earn" mechanism

15%   Foundation Reserve

Token unlock schedule:

Seed and strategic round investors: Fully locked for the 6 months after the first Liquidity Event, then 10% of which unlocked, thereafter vesting 7.5% monthly for 1 year.

Private round: Fully locked for the 3 months after the first Liquidity Event, then 10% of which unlocked, thereafter vesting 7.5% monthly for 1 year.

Team, advisors and partners: Fully locked for the 6 months after the first Liquidity Event, thereafter vesting 2.085% monthly for 4 years.

Community and ecosystem: Will be released in 5 years.

Foundation Reserve: 10% of which unlocked at the first Liquidity Event, thereafter vesting 3.75% monthly for 2 years.

IV.ROADMAP

REALY plans to launch virtual cities, hold virtual concerts, invite brands, IPs and expand the number of users.

● December 2021

REALY NFT marketplace official website will be launched, dropping digital fashion, Avatar, and virtual pet NFTs;

$REAL IDO and listing;

Announce virtual concert and brand partners.

● First quarter of 2022

Launch virtual city MVP product, open brands' virtual stores and art museums;

Hold a 3D virtual concert in the metaverse.

● Second quarter of 2022

Launch virtual lands and stores for users;

Launch virtual pets;

● Third quarter of 2022

Launch City DAO governance.