

**PROJECT**

**ROALAND**

ART/TECH/PLATFORM

# ROA CORE (ROA) **Whitepaper**

Utility token name used across the ROALAND platform

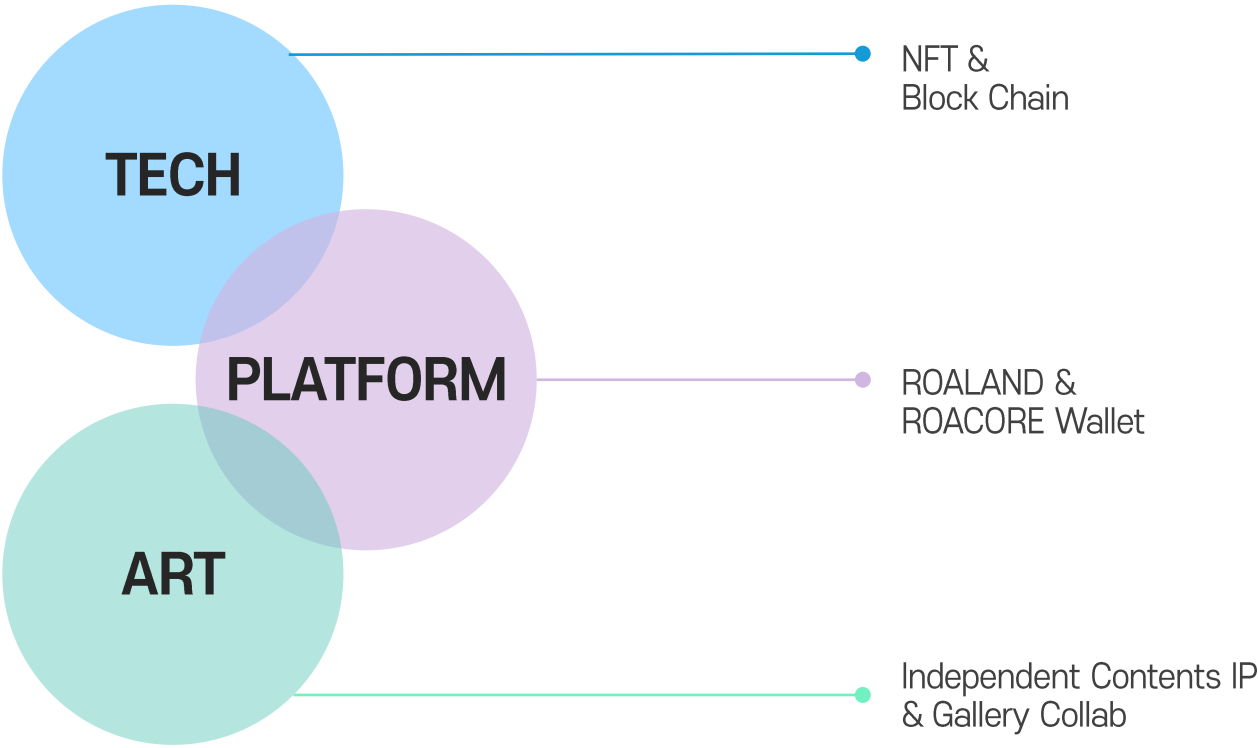
ROALAND : Refers to the overall project including ROAZ NFT & platform

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# SUMMARY

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**Project ROALAND** provides the highest level of NFT trading and NFT-based service experience space for artists and consumers. By establishing a multi-metaverse platform to enable NFT management and distribution from the perspective of content creators, we aim to become a reference point for the next generation of Metaverse platforms that eliminate market passivity and ensure transparency in transactions.



The direction of NFTs that Project ROALAND aims for is to create its own ecosystem, along with revitalizing a safe and transparent market for content creators and consumers. It encourages content creators to voluntarily issue NFTs, providing consumers with a safe high-quality NFT consumption market by formatting an independent content base, actively supports the popularization of NFT independent markets and technological training. Within the ecosystem, we link our own content creation and physical asset services to present the right standards and objectives of the Art Tech Platform for users to benefit from acquiring and possessing tokens.

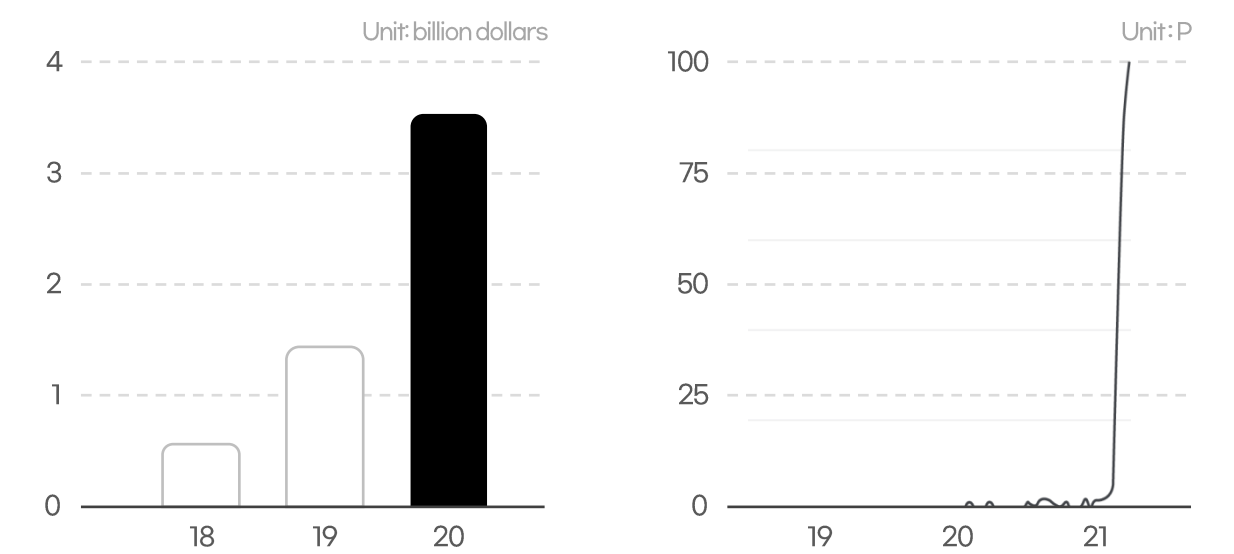
# Background. Market Trend

## 2-1 Market Trend

**The NFT market** is not only limited to art or souvenir auctions, but is expanding its use to games, metaverse, and sports. An annual report from the NFT Market Analysis Platform shows that the size of the NFT market has expanded approximately 2.4 times from \$141.56 million in 2019 to \$330.4 billion in 2020. In fact, platforms that issued character NFTs as a way of participating in cryptocurrency-based ecosystems attracted more than 1 million application users for the first time among blockchain services. In addition, there is a case in which a 10-second video of LeBron James, one of the best active players, was traded for \$208,000 and about 240 million won through NFT top shots trading NFT digital cards of U.S. professional basketball players.

According to **blockchain network** market research firm “Dapp Rader,” the global NFT market size reached an all-time high of \$10.7 billion in the third quarter. The figure is up more than 700% compared to the second quarter when it reached \$1.3 billion, and transactions on the world's largest NFT trading platform, OpenSea have also increased 20 times over the past year. As NFT has become more common in Korea, there are many cases in which copyrighted works such as art and sound sources, videos, profile characters, and cosplay are converted to NFT forms.

NFT market size trend and NFT search size trend in Google Trends



# Background. Market Trend

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## 2-1 Market Trend

As **NFT transactions** increase and the NFT market grows, companies are also actively engaging in NFT businesses. Among domestic companies, Naver and Kakao are actively participating, of which Naver is promoting blockchain business and NFT-related services through its Japanese subsidiary. In addition, the size of the NFT market is gradually growing, considering that consumers use blockchain-based transactions and continue to participate in the ecosystem by expanding blockchain services that can utilize NFT technology at companies such as Shinsegae, GS, NH Nonghyup, and SK. Based on the current NFT market, companies are expected to enter the market as new business items such as loan markets, real asset linkage and linkage, Metaverse content distribution business, autonomous cryptocurrency and asset financing, and securities NFTs.

Experts predict that generation MZ, the mainstay of digital economic activity in the **Metaverse**, will have a significant impact on the growth and expansion of NFTs. Already, the metaverse market is strengthening its industry, focusing on the MZ generation, which has great interest and participation not only as a game but also as a creator. As the various creations of these creators add value to digital assets, the field of NFT application, which has strengths in securing copyright and ownership, is expected to continue to expand.

**Until 2021**, gaming and art sectors had been primarily utilized in the NFT market. The combination of decentralized finance (De-Fi), artificial intelligence, and metaverse shows the potential to expand into a wide area, but there are still no clear regulations on decentralized finance as of the second half of 2022, so there is a risk of being abused by ecosystems like FTX exchanges and LUNA.

As great opportunities have come to the **NFT market**, ROALAND wants to solve the problem of consumers being harmed by the lack of proper regulation. The ROALAND platform prioritizes the creation of an environment that can protect creators so that creators can create and distribute digital items themselves and create a smooth digital economy ecosystem between creators and consumers. This is because we think that this environment is the way for consumers to be protected. The ROALAND team plans to operate only a small service brokerage fee that can be incurred as it is stored and managed separately in a safe and secure space. In the consumer's consumption activities, the customer will not have the right to arbitrarily utilize the amount deposited.

# Background. Issues

## 2-2 Issues



### Economic inequality in art market

The bottom 75% of domestic galleries have annual sales of less than USD 70,000

### Risks of NFT investment loss

The Korean Institute of Finance urges the public to pay attention to the high price volatility and fees of NFTs



Absence of net benefit because of misuse of NFT essence



Victimization in NFT market because of inappropriate products supply



Exploitation of high-tech bluffs as a means of speculation

# 3-1. First ROAZ



**Project ROALAND’s** first NFT, “First ROAZ: Super Artists,” will be used in all services in the ROALAND platform, and we also expect synergy effects to expand the NFT market by extending our ecosystem through various contents such as webtoons, music videos, and animations.

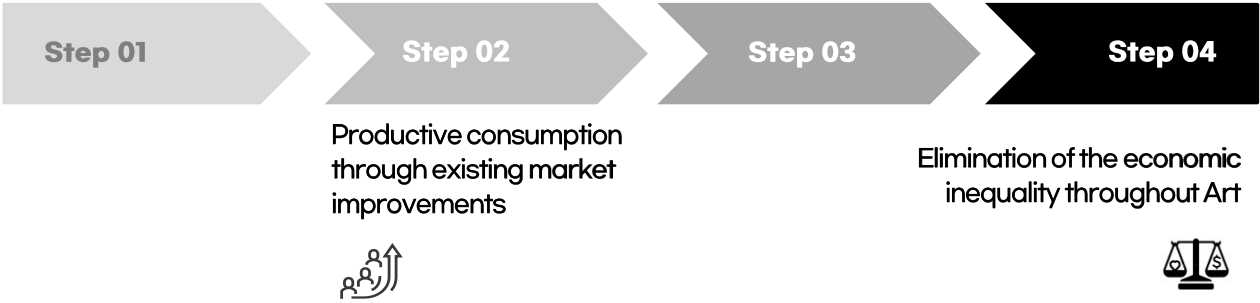
**First ROAZ : Super Artists:** More than 2,000 unique NFTs produced by collaborating with global artists on existing Vintage Robot were published to OpenSea in April 2022. Currently, the collection is engaged in various activities such as webtoon and music video production and virtual gallery exhibition to extend the ROALAND worldview.



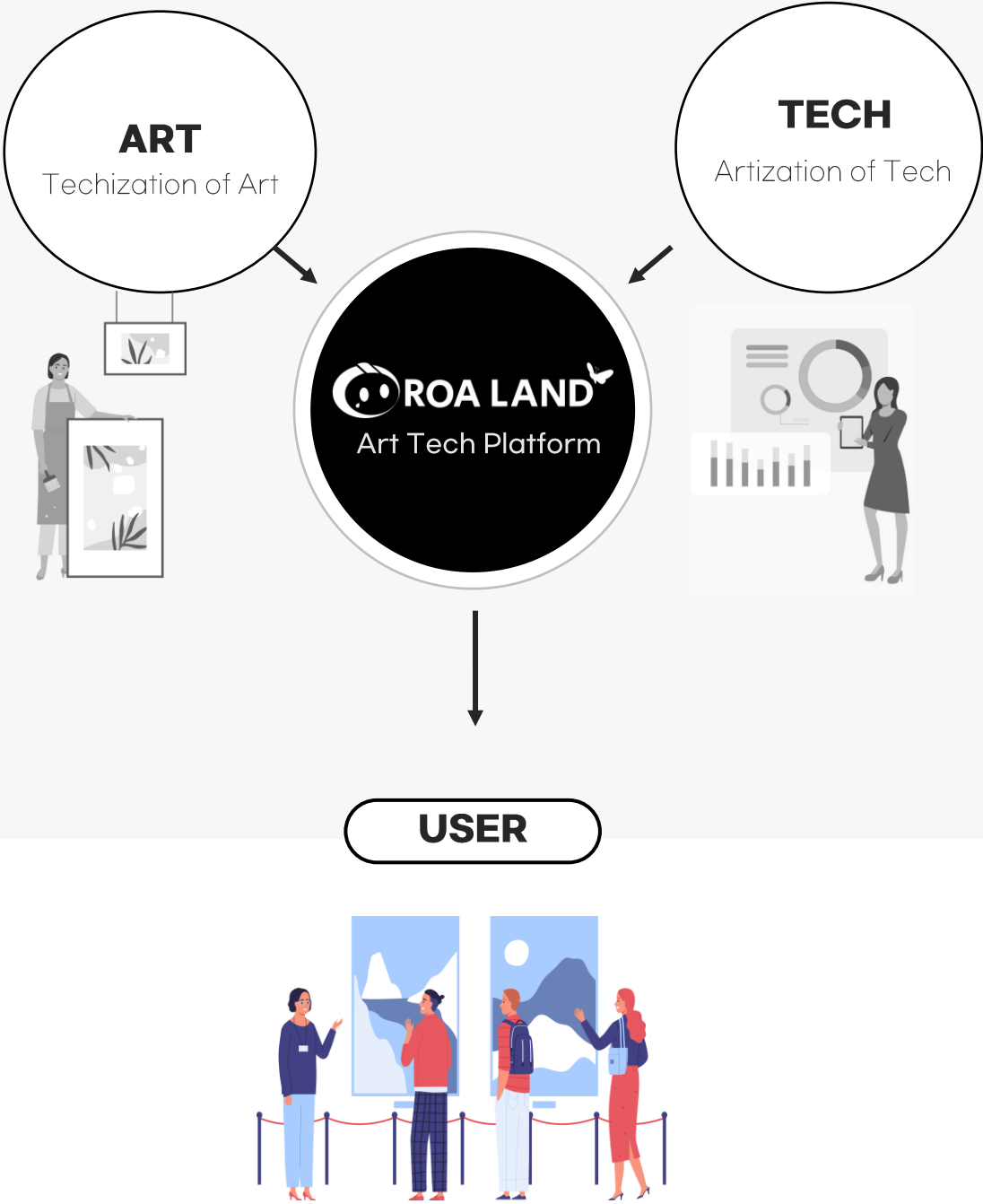
Recruitment of new artists  
Support collaborative activities with well-known artists



Elimination of high market barriers  
Expansion of opportunities for artists’ participation



# 3-2. Project ROALAND





# 3-3. Platform: ROALAND

**ROALAND** is an official web platform that supports and communicates the technicalization of art and the artisticization of technology. Anyone can participate with their own works without any qualifications or restrictions, and they can freely collect and exchange works. Furthermore, we will prepare and provide various NFT contents such as ROA Trading cards based on the works of artists selected for collaboration exhibitions and contests.

## Interaction of Art and Tech

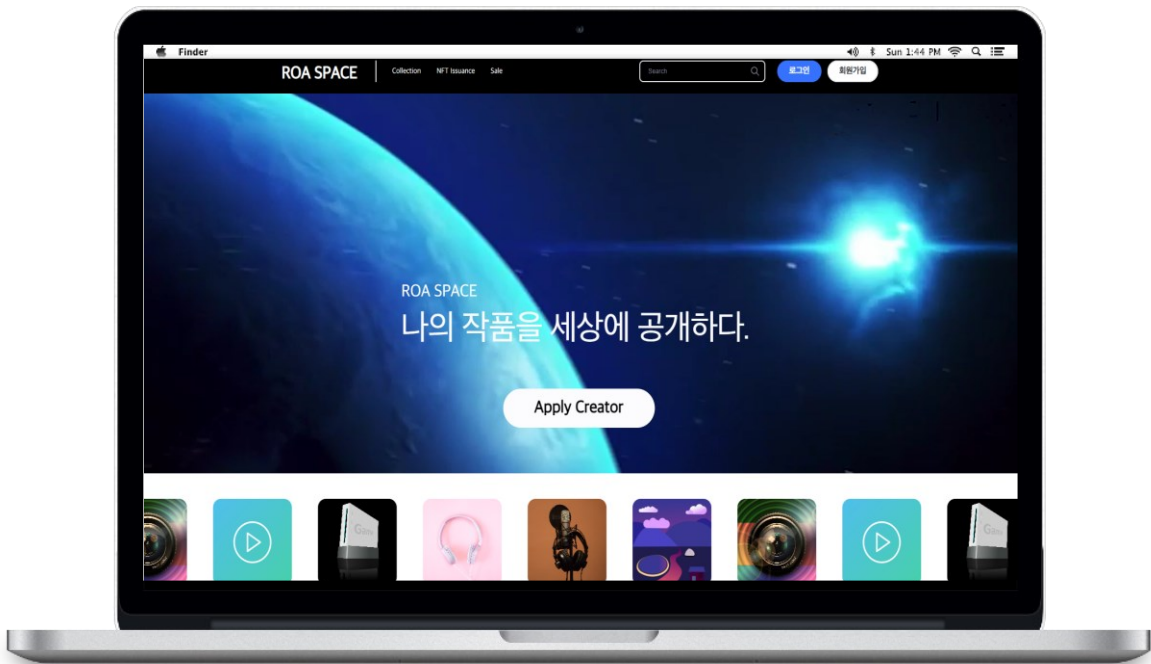
NFTization of artwork

## Mission and Rewards

Acquisition of rewards through mission pass and artwork actualization service

## ROA Trading Card

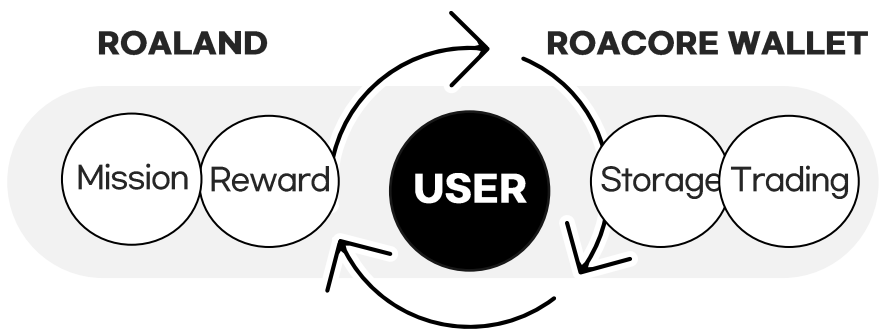
Acquisition random NFTs through a bit of consumption



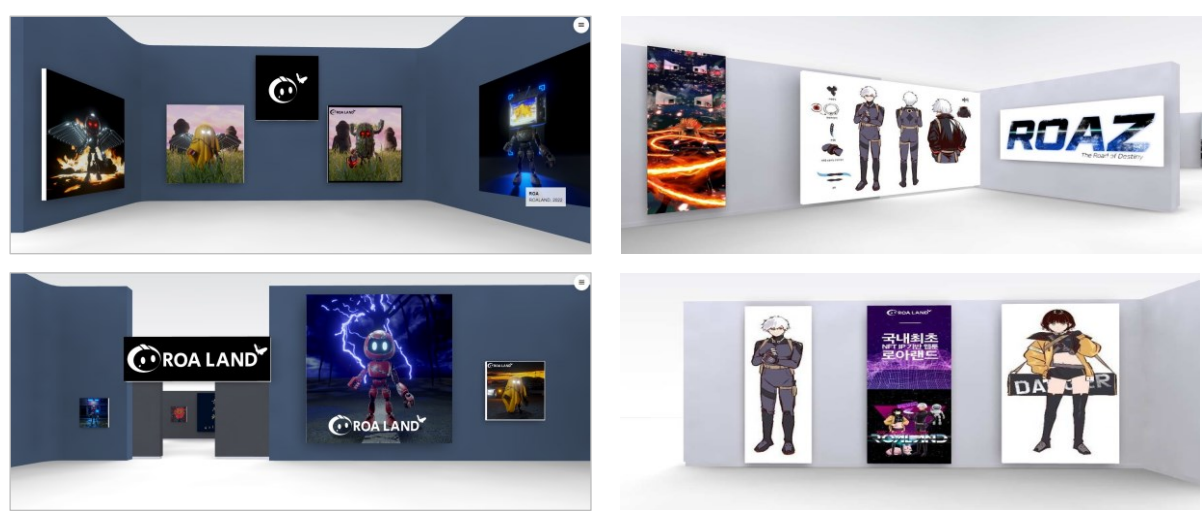
Go to ROALAND

# 3-3. Platform: ROALAND

**ROALAND** is an Art-Tech Platform that supports users with a personal space to store and share their artwork. We present acquisition opportunities for ROACORE(ROA) tokens and artwork through participatory missions. In addition, we provide contents and servers to consume the acquired resources in the ecosystem.




**The Virtual gallery** is an online exhibition space where you can freely enjoy ROALAND's NFT and webtoon. You can enjoy it regardless of time and space.



Go to  
ROALAND Virtual Gallery

# 3-4. Platform: ROA Store

**ROA Store** is a space where you can purchase ROALAND’s content products as well as works by active artists in ROA Store. Based on the crowdfunding system, funding will be conducted according to the artist’s schedule, and a separate single purchase method will also be provided. We would also like to establish a separate activity space for disabled artists to give them ample opportunities to participate, and we will hold regular offline pop-up store events to showcase the actual product and provide payments to ROACORE on-site.



프로젝트 올리기

로그인 / 회원가입

카테고리

홈

인기

신규

마감임박

공개 예정


스튜디오

검색어를 입력해주세요.

달성률

에디터 추천

202,353개의 프로젝트가 있습니다.




공예 | 로아랜드

행운의 로아랜드 머그컵

행운을 가져다주는 로아의 머그컵

800% 68,897,235 ROA

편딩 성공




음료 | 스위트로아랜드

[제로카페인 등장] 민트 라떼 파우더

맛과 디자인을 동시에 잡은  
민트라떼의 새로운 등장!

765% 17,256,354 ROA

편딩 성공



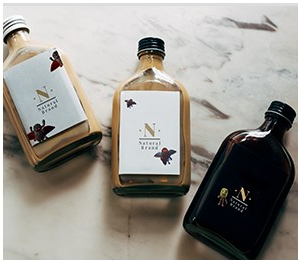
뷰티 | 관라의 로아랜드

투명한 피부결의 비밀  
"로아 뷰티 크림"

지친 나에게 한줄기의 빛이 될  
바로그 크림 로아 뷰티 크림

234% 95,451,352 ROA

편딩 성공




음료 | DRINK로아랜드

취향을 찾는 즐거운 선택, 로아커피

나의 커피 취향을 찾기 위한 즐거운 선택

535% 78,562,354 ROA

편딩 성공




음료 | 로아랜드

행운의 로아랜드 머그컵

행운을 가져다주는 로아의 머그컵

800% 68,897,235 ROA

편딩 성공




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민트라떼의 새로운 등장!

765% 17,256,354 ROA

편딩 성공




뷰티 | 관라의 로아랜드

투명한 피부결의 비밀  
"로아 뷰티 크림"

지친 나에게 한줄기의 빛이 될  
바로그 크림 로아 뷰티 크림

234% 95,451,352 ROA

편딩 성공




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취향을 찾는 즐거운 선택, 로아커피


나의 커피 취향을 찾기 위한 즐거운 선택

535% 78,562,354 ROA


편딩 성공



Free commission



Support as crowdfunding



Purchase real Art works

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# 3-5. Platform: ROA WALLET

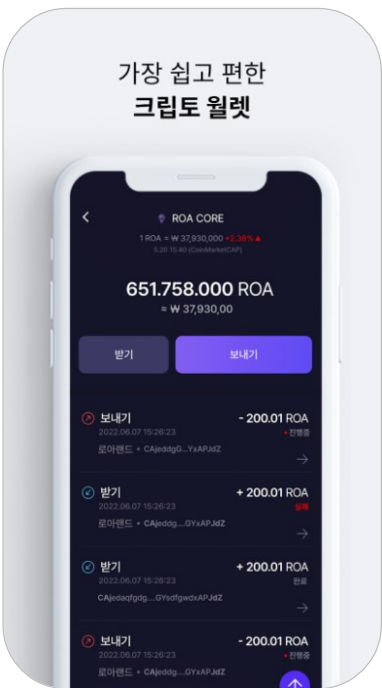
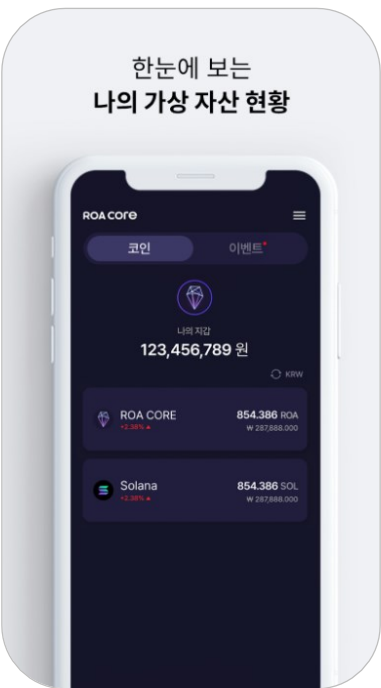
**ROA Wallet** is a multi-listening cryptocurrency electronic wallet service. Designed with security as well as user convenience as a top priority, we will support NFT transmission and storage, as well as NFT collection services unique to ROALAND, including cryptocurrency wallet services. It is currently available for download from the Google Play Store and Apple App Store, and other tokens such as SOLANA will be supported in the future.

## NFT Storage and Sale Support

View NFT collection  
NFT transaction

## Convenient trading platform with easy UI&UX

Easy sign-up with one touch  
Safe and Convenient token transfer



Google Play Store

Apple App Store

# 3-6. Platform: ROA CONNECT

**ROA CONNECT** is an interworking service between webs and apps developed for the scalability of the use of ROA Wallet. By providing the first connection function based on the Solana chain, it can be linked to platform ROALAND as well as most platforms that require Roar Wallet use. We will continue to update for ease of use and interworking scalability.



Easy Connection

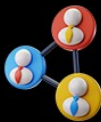


Solana-based first wallet connect



## Secure

End-to-end encryption,  
private keys are never  
shared



## Interoperable

Easily integrated into  
all apps with just a few  
lines of code



## User – friendly

Designed to enable a  
frictionless and user  
experience

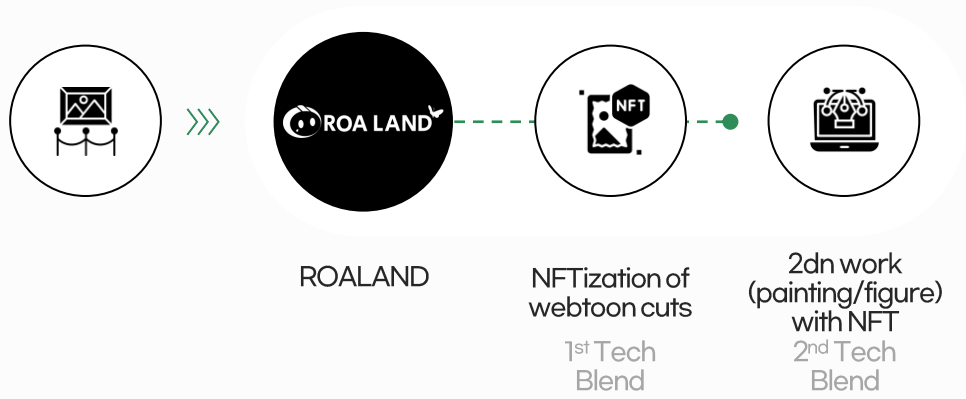


# 3-7. Contents: Webtoon ROAZ

The first content, webtoon ROAZ linked to the worldview of **Project ROALAND** is currently under production by signing a contract with the production company Story Productions. Being selected on Kakao Webtoon as a serial platform, it is under discussion. It is the first content of the art-tech platform that combines technology with art that realizes secondary artwork through the production of my own goods by registering webtoon cuts in ROALAND.



## Techization of Art

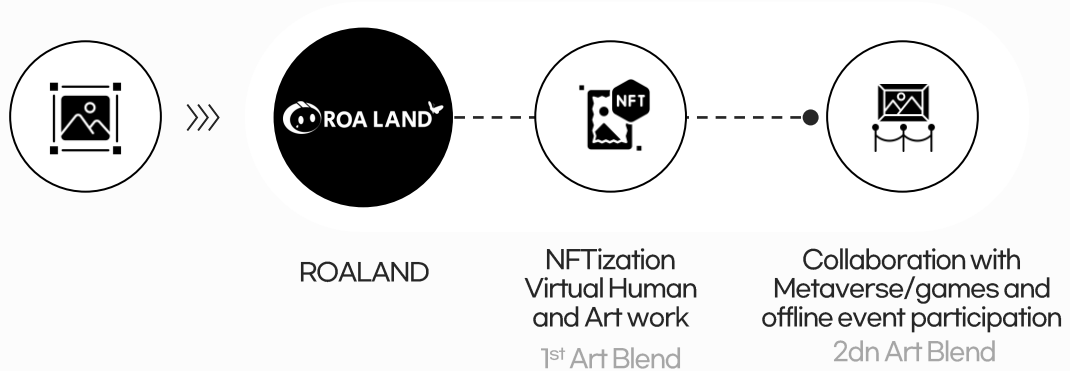


# 3-8. Contents: Virtual Human

Using the **ROAZ webtoon** character Somi IP, we will serve as a promotional ambassador for the project, collaborating with artists, NFT work activities, even releasing Somi goods and limited edition PFPs that can be paid with ROA tokens. If Somi's character shows a positive response, other characters in ROAZ webtoons will also start producing Virtual Human.



## Artization of Technology



# 3-9. Contents: ROA Card

**The ROA Trading Card** is based on the works of the winning artists of the contest & collaboration exhibition, starting with the works of the ROALAND Art Team. The cards acquired by supporting purchase and sale with ROACORE will be used to perform various missions, and various benefits such as ROACORE, goods, and real services will be provided through the achievement of the mission.

## Integrate of art and technology

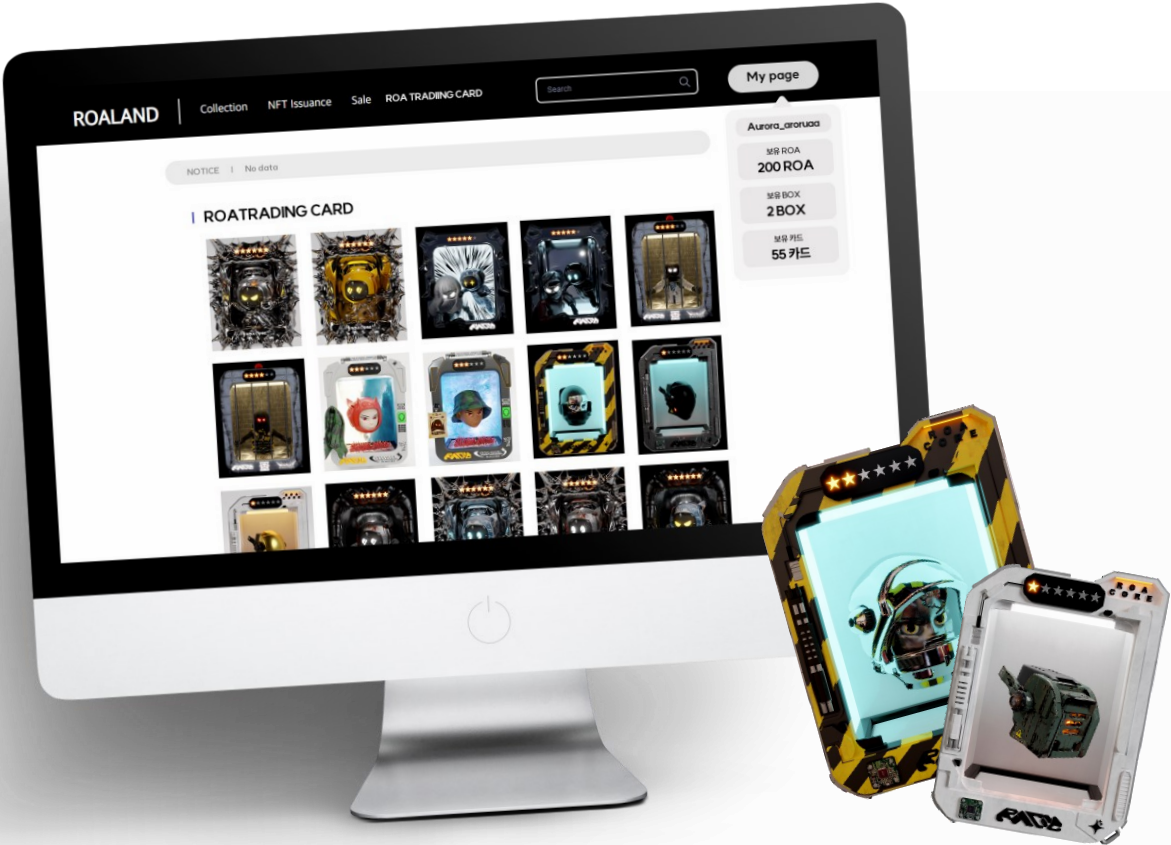
- Composition of artist collaboration work cards
- Produce all work cards with NFTs

## Mission and Rewards

Get rewards such as Main, sub, and hidden through a mission

## Supply & Circulation

- ROACORE circulation such as card consumption and trading
- Spread user inflows by providing holder qualifications

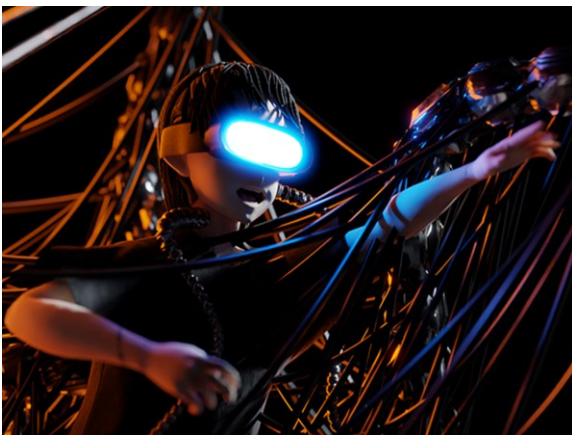




## 3-10. Contents: ROALAND ART TEAM : 19XX

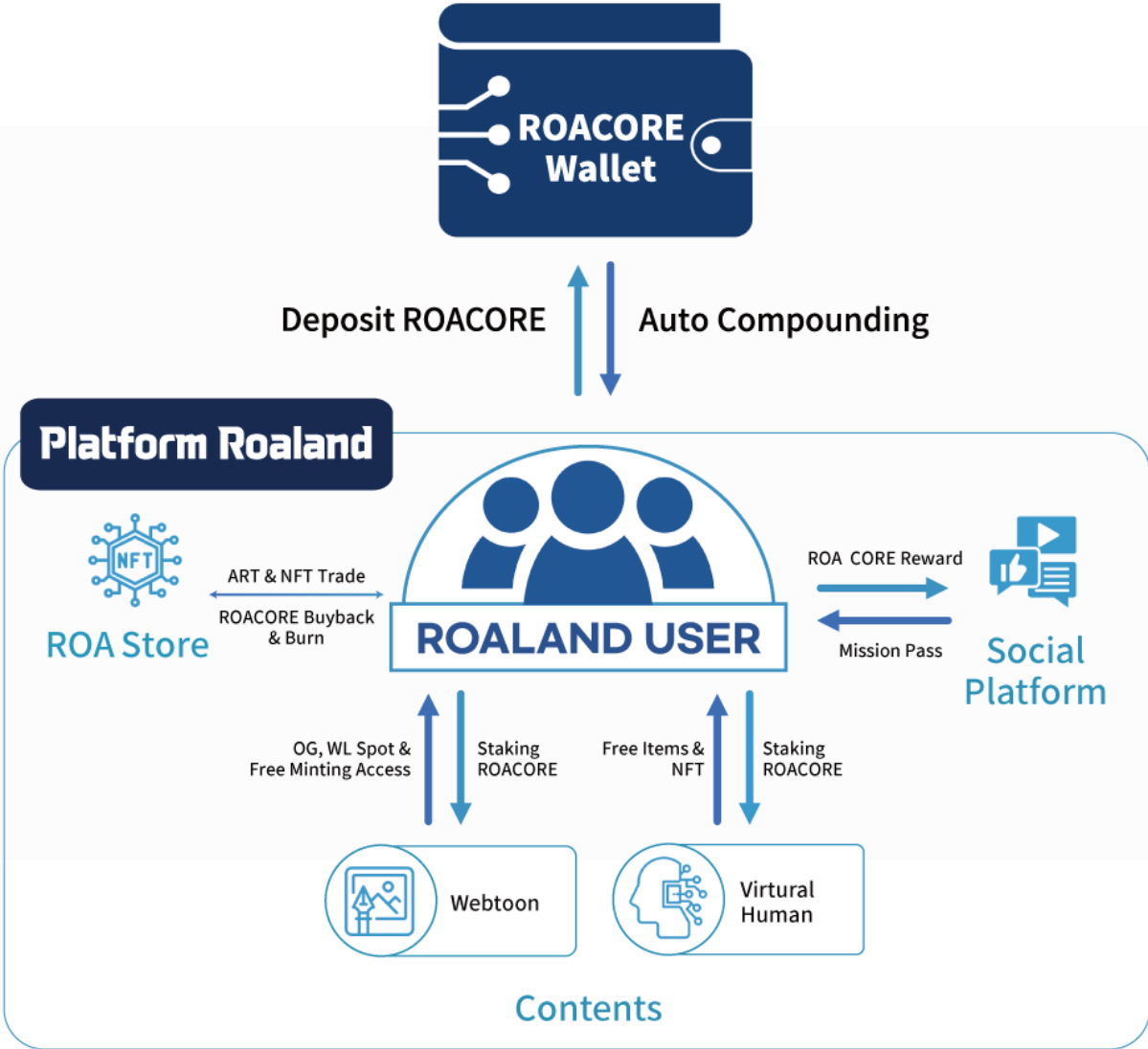
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**The ROALAND art team** label "19XX" features a planning/shooting/production/release system for all art content, including video, music, images, and 3D artwork.



# Token 4-1 ROACORE Economy

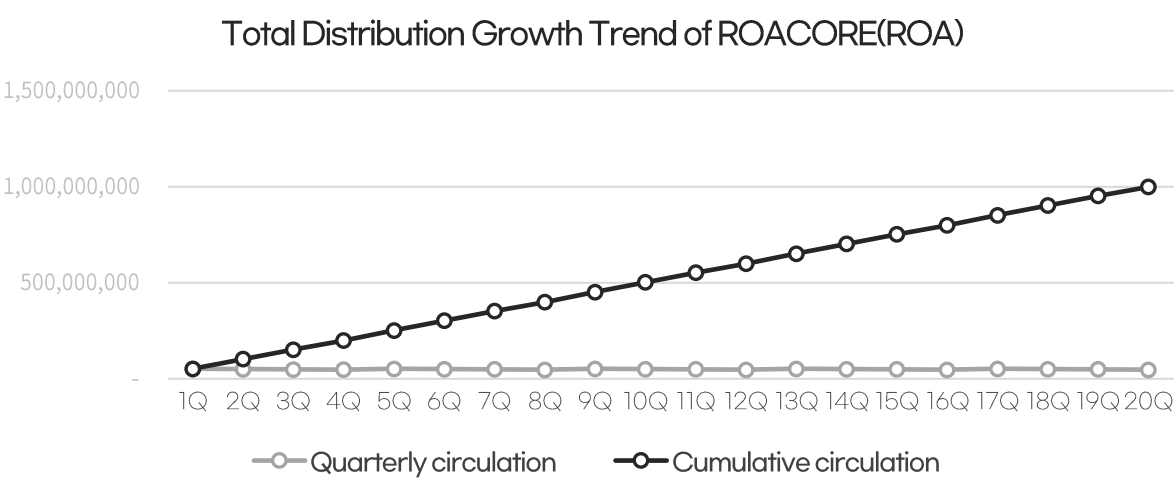
Users can get ROA tokens within the **ROALAND** platform by doing active activities such as trading activities, participation in friend invitation & airdrop events, and mission pass. Once the user's behavior is confirmed, the ROALAND team supplies a certain number of tokens to the user. Users can open random boxes with acquired tokens to obtain random NFTs. They can also consume ROA tokens on ROALAND-provided platforms or real assets (2H Hotel, SVM) services. In addition, they can exchange ROA tokens for external virtual assets or legal currency on general exchanges.



# Token 4-2 ROACORE Details

Token & Project Information	
Coin and Token Name	ROACORE
Symbol	ROA
Service Platform	ROALAND, ROACORE WALLET
Blockchain Platform	SPL
Project Name	Project ROALAND
Max Supply	1,000,000,000 ROA
White List	Available
KYC & AML	Available

Distribution Area	Percentage	Circulating Supply
Founder	10%	100,000,000
Partner	10%	100,000,000
Advisor	5%	50,000,000
Marketing	5%	50,000,000
Investor	5%	50,000,000
Event	5%	50,000,000
Eco-system	60%	600,000,000
Total Distribution	100%	1,000,000,000



# Partners 5-1 Korean Kennel Club (KKC) & Korea Federation of Sled dog Sports (KFSS)

**ROALAND** signed an agreement with the Korean Kennel Club and the Korea Federation of Sled dog Sports to support the establishment of the WEB 3.0 ecosystem and platform development. We will support member management, certificate management based on WEB 3.0 technology, and payment will be supported in conjunction with ROA Wallet. Furthermore, through regular theme-specific contests, we will provide dog content prepared by the ROALAND Art Team and provide various work-based benefits.

## Member Management System

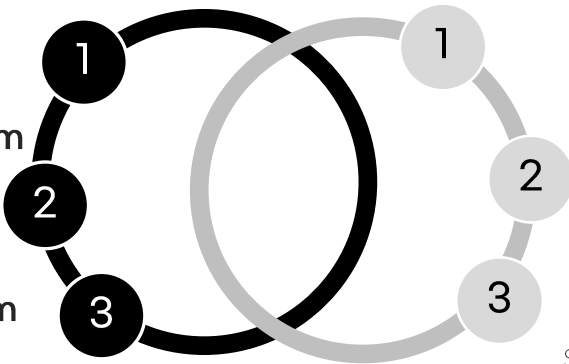
Support NFT membership system and payment

## Certificate Management System

Support NFT Certification system and payment

## Academy Management System

Support NFT Completion System and Payment



## Holding and supporting regular events

Holding and supporting regular online and offline events on the theme of dogs

## Select monthly best by theme

Presenting dog artwork and providing rewards

## Project: Exercising with your dog

Support for mission and artwork of location-based exercise courses, etc.  
Provide ROACORE payment in Off-line dog goods shop



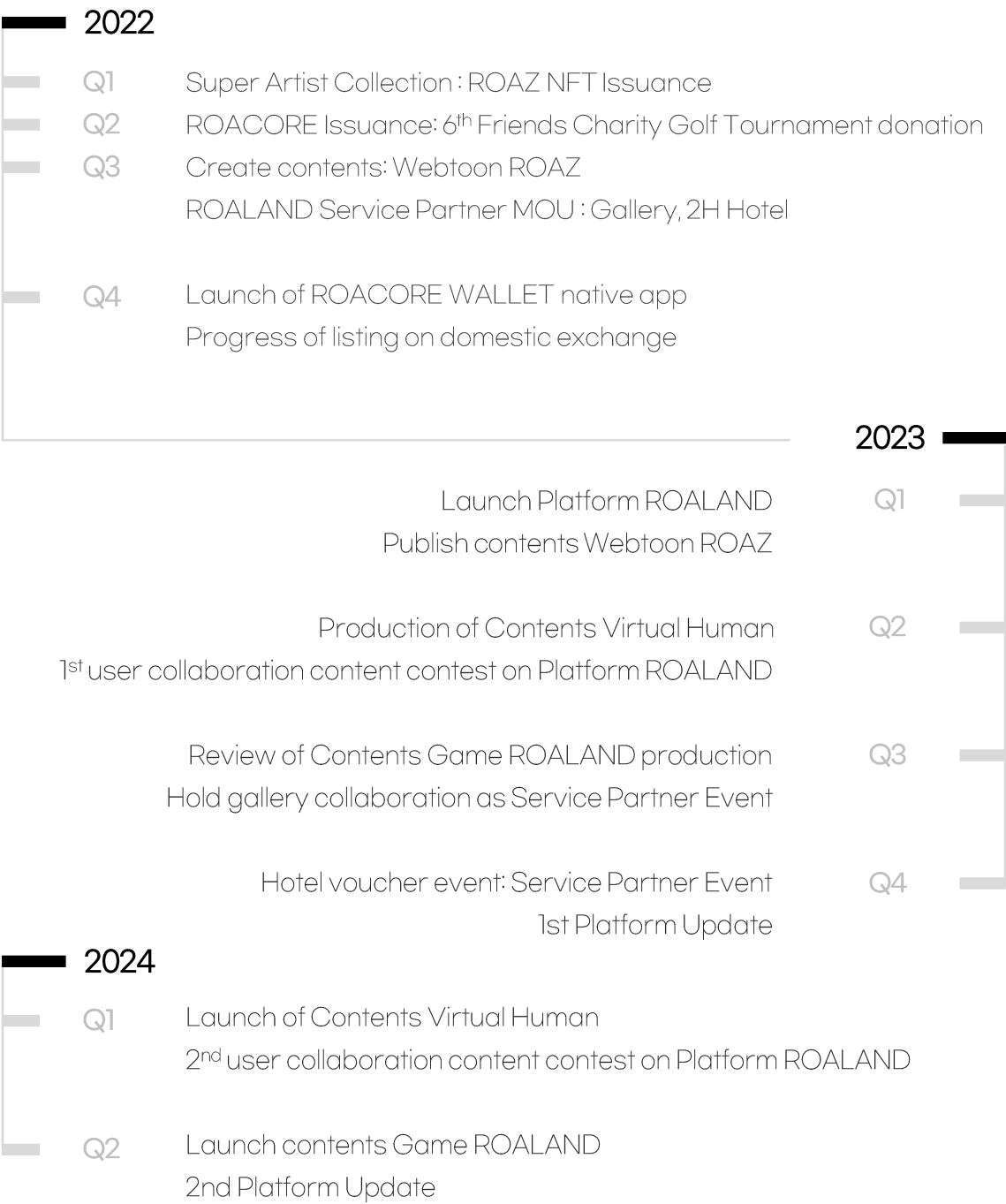
# Partners 5-2 Partnership Project

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- 2022. 08. 12. Partnership with DMONG
- 2023. 03. 09. Partnership with HYPE BOY
- 2023. 03. 14. Partnership with Meta MAFIA
- 2023. 03. 23. Partnership with SP Labs
- 2023. 04. 13. Partnership with XPEATORS
- 2023. 04. 26. Partnership with MMMM



# 6. ROADMAP



# 7. Our Team

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## CEO. Gye-cheon Lee

- **Education:** Majored in Business Administration, Seoul National University / Graduate School of Business Administration, Seoul National University
- **Bio:** CEO of GDC Consulting Co., Ltd., CEO of Samsun Global Motors, CEO of Samsun Logics, CEO of Hanjin P&C, CEO of KZ Cooperation (Zambia), Samil Accounting Corporation
- **Certificate:** US Certified Public Accountant, Tax Accountant, Korea Certified Public Accountant

## CTO. Jae-yong Ahn

- **Education :** Majored in Computer Engineering, Hanyang University (Seoul)
- **Bio:** J-Interactive Game Server Development Programmer, NCSoft Game Server Development Programmer, INCA Internet Anti Virus Engine Development Programmer, Intotech Video Streaming Server Development Programmer (Exemption from military service), CTO of Angel Works., (Current) CEO of AdCarrot, a video advertising brokerage platform

## CLO. Jeong-eun Lee

- **Education :** Master of Public Administration from Ewha Womans University, Doctorate of Police Administration from Dongguk University
- **Bio:** Attorney at Law Firm Daeji, Representative Attorney at Hanyul Law Firm, Advisory Attorney at Korean Medical association,, (Current) Non-stop Public Defender at Seoul Eastern District Court, Child Rights Protection Ohmbzperson, Seoul Central District Court Full-time Coordinator, Ministry of Defense Compensation Deliberation Member, Human Rights Protection Advisory Committee

# 8. Compliance

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## ■ Indemnification Clause

This document is intended to provide information as a technical statement on business plans and visions and may be amended, changed, added, or deleted. The original language of the White paper is Korean; in the case of a White paper written in other languages, there is a possibility of mistranslation or omission in the translation process, so we highly recommend you reviewing the Korean White paper for accurate information.

This document does not propose participation in Project ROALAND or purchase of tokens, and must be determined independently of the contract or purchase. Nothing in the document enacts legal, financial, or commercial advice. Since ROACORE (ROA) is not a security and is not used for financial promotions, it is recognized that there are various risks such as the risk of the cryptocurrency market, and progress may vary depending on the business environment. In addition, any information contained herein and any current or subsequent disclosures about Project ROALAND do not warrant any form of profit or profit, regardless of the time of occurrence. ROACORE (ROA) makes no express or implied representation or warranty of usability or price, and there is no statement or provision in this document that certain benefits can be received through ROACORE (ROA).

The Project ROALAND participants understand and agree that the project may result in price volatility actual changes in the business execution plan. The Company shall not be liable for any loss or damage that occurs directly or indirectly to an individual or organization (agent, user, employee, insurer, lawyer, etc.) and shall not acquire ROACORE (ROA) for speculative purposes. You acknowledge and agree that ROACORE (ROA) is not directly or indirectly liable for all tax obligations arising from the acquisition of ROACORE (ROA). You may also be asked to disclose information about Project ROALAND participants' accounts at the request of government agencies.

## ■ Response plan for using Solana

The FTX exchange, which ranked second and third in the world, has served as the biggest intermediary and central axis for the liquidity of SOL-based stablecoins. However, the bankruptcy of the FTX exchange and the hacking issue of the exchange and its users led to a major threat to the SOL ecosystem. Nevertheless, SOL is a high-efficiency TPS, and there is no doubt that the technology value is great for companies that need large-scale transactions and Dapp. If there is a concern that serious loss or threat to ROALAND projects and users due to SOL's gross negligence during SOL-based project operation, we plan to move them to another Main net as soon as possible and distribute tokens at the same magnification.

In the case of FTX exchanges, it is a case that led to bankruptcy because withdrawals were not made normally by arbitrarily using deposits deposited by customers. Project ROALAND plans to apply a usage policy that the foundation does not use private money for customer deposits to prevent this situation from occurring. We only operate the funds on the part of the profits made for legitimate reasons, such as fees incurred from transactions and profits from sales activities.



# PROJECT ROALAND

## *CONTACT US*

Website : [roaland.foundation](https://roaland.foundation)

Twitter : <https://twitter.com/SOLROALAND>

Discord : [discord.gg/jmyVeWvhKn](https://discord.gg/jmyVeWvhKn)