

TIPLand and NFT++

White Paper



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Overview

- **Positioning** - · A platform identifies value of digitalizing IP and IP derivatives development
 - **Features** - · Existing NFT standards describe individual art works as “ a leaf ” or “a bunch of leaves”. Given traits of IP derivatives development, we describe NFT++ standards as a tree, that consists of multiple leaves. Just like a tree, IP can constantly gain vigor and value along with IP's growth path.
 - **Technology** - NFT++, a standard for digitalized IP derivatives development; TIP.FIGS- smart contract editor for IP derivatives development.
 - **Product** - TIP.Land - decentralized TIP incubation platform for IP crowd-innovation in WEB 3.0.
 - **Function**- Provide funds for creatives, creative communities for creative demanders, and investment trading venues for investors.
 - **Philosophy**- · *Crowd-FIGS, that is, “Crowd-funding, Crowd-innovation, Crowd-governance, Crowd-sharing”. We are dedicated to propelling IP economics via restructuring new IP economic model and solving problems of capital and resources in IP industry.
- * Note: Crowd-FIGS=Crowd-funding, Crowd-innovation, Crowd-governance, Crowd-sharing.

Vision - To be land for future super IP, bridge to Metaverse, and value discovery zone of intellectual property.

Motivations

IP is valuable

IP (Intellectual Property) is a category of asset that includes intangible creation of the human intellect and the core of the entire creative industries. Meanwhile, the creative industries have become an indispensable part in the era of digital economics.

1. Social Value

The development of human civilization is a cycle of creation, derivation, application and recreation of various intellectual properties.

2. Economic Value

Every great business success originates creativities and ideas. Currently, Disney's market value at hundreds of billions of dollars also comes from the first Mickey Mouse that Walt Disney painted 100 years ago.

Challenges for IP Growth

- Innovation will be buried due to insufficient fund
- IP operators lack the ability to continuously innovate IP
- All aspects of IP development require funds
- Disputes frequently emerged in IP cooperative development

Blockchain Provides Support

Blockchain technology, philosophies and communities can provide good solutions.

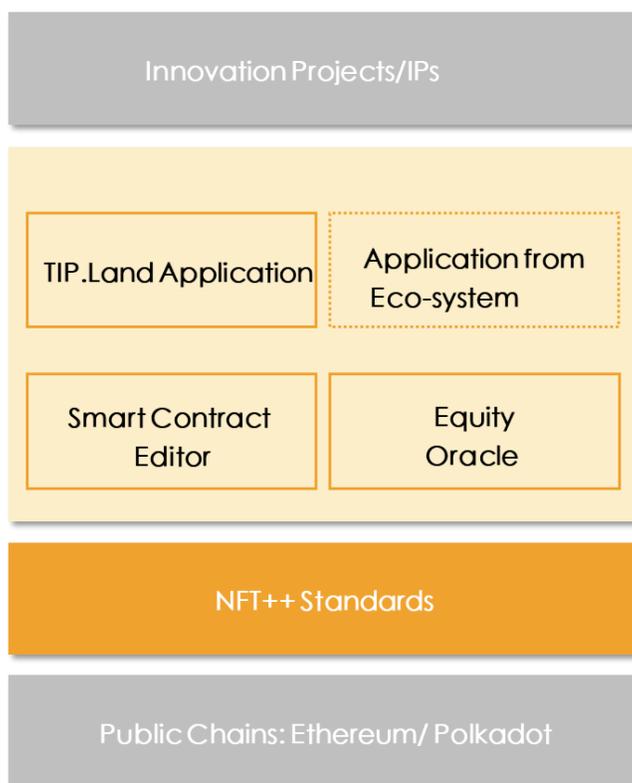
Therefore, based on blockchain technology and the core philosophy of "crowd-funding, crowd-creation, crowd-governance, crowd-sharing", we are dedicated to building a brand-new platform to work as the core engine of creative industries, promoting the development of creative economy, and propelling the development of social civilization.

Solutions

Overview

Based on public chains like Ethereum and starting from the standard level, we build up IP digitalized development standards and develop applications in TIPLand the entire TIPLand eco-system, such as crowd-innovation incubation platform. Capital and creativities generated from "crowd-funding and crowd-innovation" will form the core IP incubation capabilities. Moreover, the masses will truly possess value of future super IP via "crowd-governance and crowd-sharing."

Overall Structure:



1. NFT ++ - Based on public chains like Ethereum, a standard for IP digital derivative development to define IP digitalization and the digitalization process of IP derivative development.
2. TIP.FIGS Engine - Smart contract editor for IP derivative development
3. TIP. Land - Decentralized TIP incubation platform for IP crowd-innovation to provide basic services for future partners to jointly provide innovative and creative projects
4. TIPLand Eco-system - Through the creation of the entire eco-system that fosters financing, creativity and collaboration that drive digital IP to constantly grow

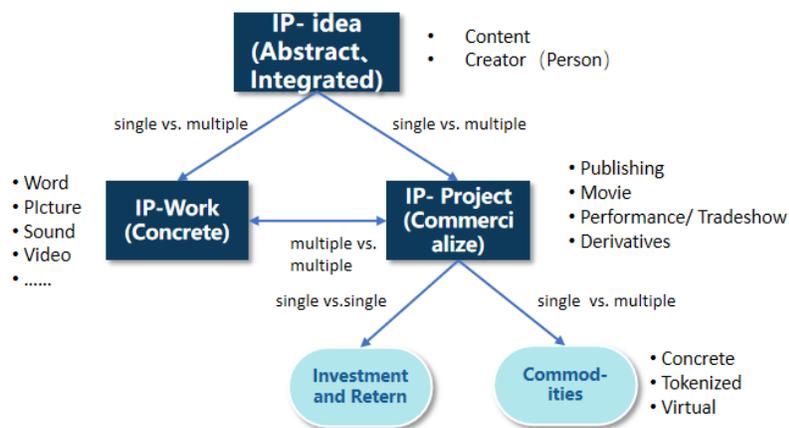
Core Tech 1: NFT ++ standard

Through the abstract analysis of IP and its derivation process, we have formulated a set of standards for the digitization of IP - NFT ++

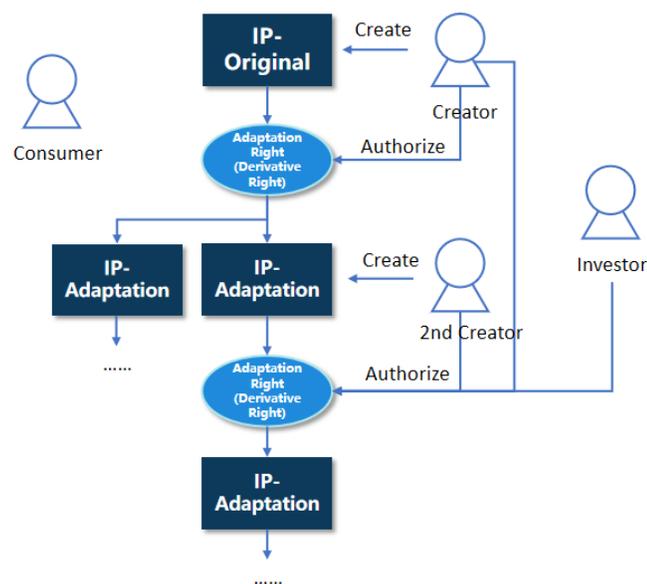
Abstract Analysis of IP

Take cultural innovation IP as an example:

Composition of Cultural Innovation IP



Model of IP Derivatives



1. + Relations (structure IP definition and IP affirmation)

Dynamically define the structure and internal relationship of IP. It can describe the derivative relationship between NFT works. According to the development of IP, it can also dynamically grow, that is, dynamically depict a growing IP tree.

2. + Rights plus rights (NFT for both works and right of works)

Introduce rights (e.g. copyright) to each object. These rights can also be minted as NFT . Clearly defining the rights of NFT works is also the key to the generation of derivative relationships and commercial development. We can mint the rights of the works themselves into corresponding NFTs. Rights, valuation and transactions, and the relationship between each NFT are established under structured certificates.

3. + Equity (capture of value and earnings)

Capture the income and value of the entire IP system. An NFT asset not only owns the income from asset transactions, but also includes all kinds of income generated by asset derivation and development. The NFT ++ protocol defines this key factor, making all kinds of NFTs (works, projects, commodities) within the IP have corresponding "equity" attributes. Through structured certificates, all kinds of earnings within the entire IP can be summarized from the source, thus capturing value. Earning is also the core foundation of commercial development and value utilization.

4. + Stake (DAO for all)

Clearly define ownership and authorization for IP objects in a form of DAO . Owner of he NFT can be the original author, collaborator, developer, investor and consumer, etc. All of them can become a "production committee" or a DAO (distributed autonomous organization), so that they can contribute their creativity, jointly manage the IP development affairs, and share all kinds of benefits of the IP.

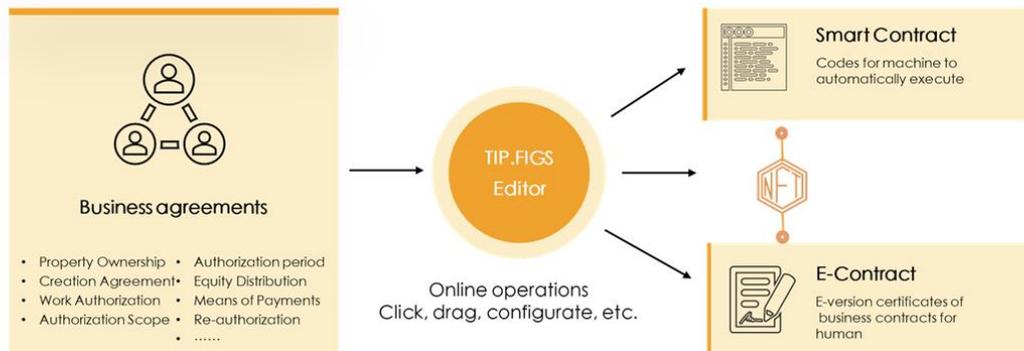
Precisely structuring IP definition, NFT++ is a standard to fulfill the absence of "derivative" and "integrity" A solution to IP affirmation.

Through defining the core objects of the IP and the core attributes and entities of objects, we form NFT++ as a set of digital standards, so that the entire IP can be dynamically defined in a structured way. **Therefore, we believe that NFT ++ has completed the digital definition of the IP and the development process of IP derivatives.**

Core Tech 2: NFT++ Smart Contract Editor

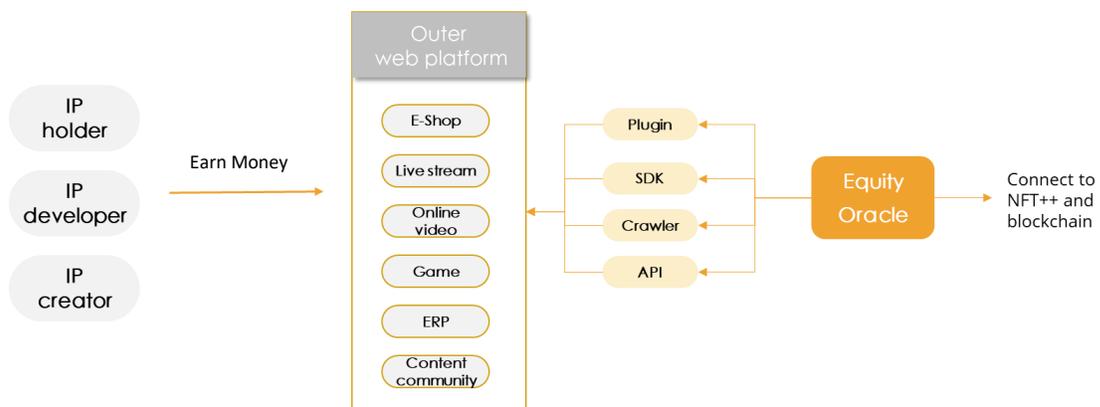
The value of IP comes from the development of its derivatives, and the development of IP derivatives cannot be separated from extensive cooperation. Cooperation requires agreement and confirmation of the benefits of development. The benefits of the development process

include new intellectual property rights and its generated benefits. Through the NFT ++ standard, we can already accurately define IP and the development process of its derivatives. The TIP.FIGS smart contract engine is mainly used to convert the real person-to-person agreement between the derivative developer and the original creator into an intelligent contract that the machine can read and automatically execute and an electronic archive of legal contracts for people to read through a software interface. The two are mapped through a specific NFT.



Core Tech 3: NFT++ IP Equity Oracle

Since most IP can be transacted and monetized via various platforms, we provide several digital interfaces in connection with these platforms to capture earnings from IP and IP derivatives. All earnings will be affirmed and settled through NFT ++ standard.



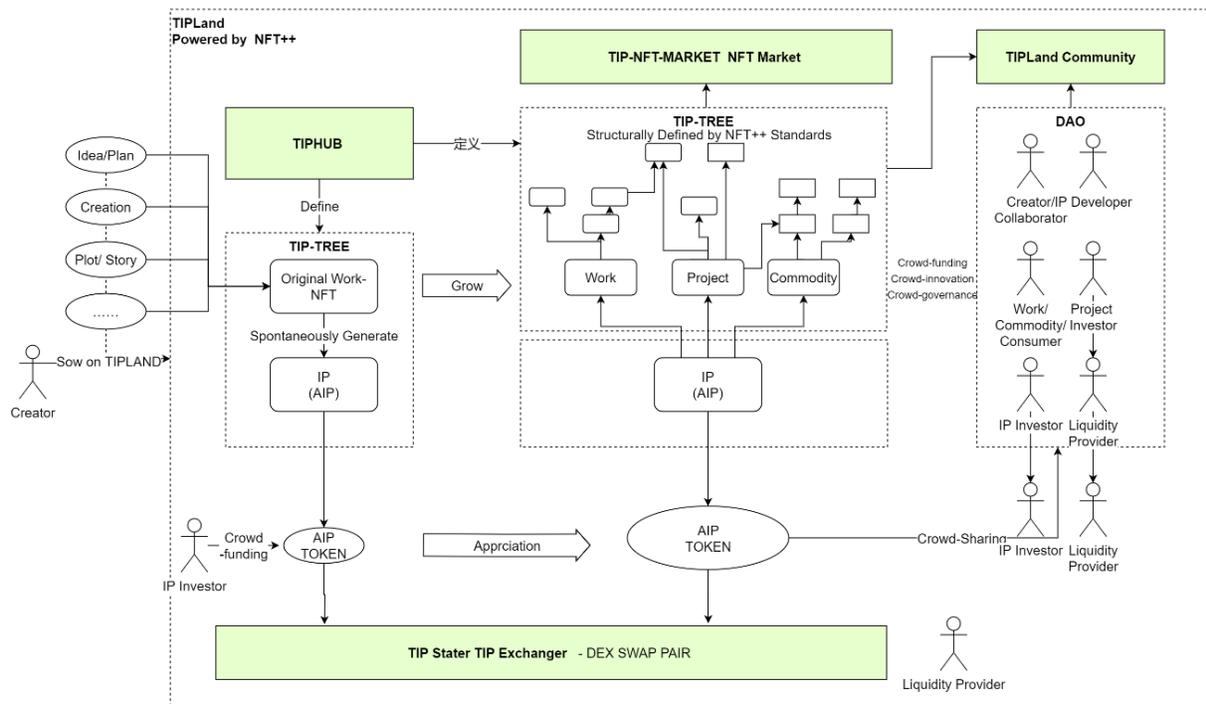
Product: TIPLand

Decentralized IP crowd-innovation and crowd-funding incubation community.

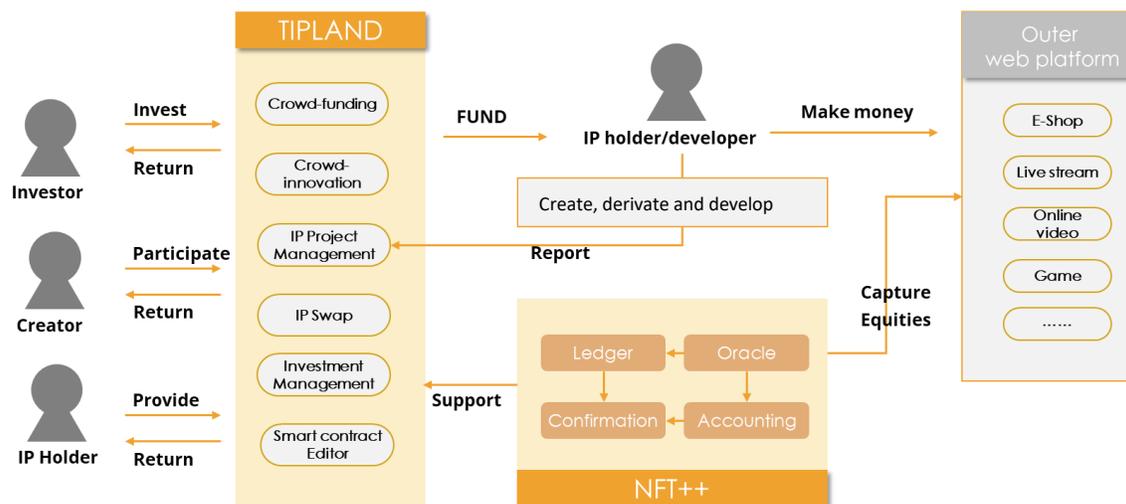
Based on the above core technologies, TIPLand is specially built for the growth and development of TIP. It is manifested as an IP crowd-funding platform, which provides land for many TIP trees on the platform.

Growth Model of TIP Tree on TIPLand

Every single idea will thrive to a TIP tree digitalized by NFT++ and incubated by crowd-funding and crowd-innovation. Meanwhile, all participants can form a DAO to crowd-govern and crowd-share the TIP tree.



Business Model and function of TIPLand



How it works

The core functions and service objects are as follows:

1. IP Holder and developer - Incubation Platform

- Provide fund raising and creative solicitation services for IP and project holders
- Project holders can submit their own ideas or works here for work management, authorization management, project management, etc.
- The project holders can also hold competitions, invite professionals or fans to participate in the production and development of the project, and obtain productivity support such as creativity.
- IP development agencies can also select excellent IP to purchase licenses, open project crowd-funding, and work through collaborative tools such as crowd-innovation and crowd-sourcing.
- All crowd-funding is managed through smart contracts and funds are gradually released as agreed.

2. Creator - Crowd-innovative Platform

- Provide a crowd-innovation platform for creators to participate in various ideas and projects
- Through the control of a fully digital process, creators can safely contribute their ideas and work, meanwhile, get lucrative returns
- The copyright of all collaborative content is confirmed and rights are automatically distributed according to the agreement, and finally all members can obtain IP earnings according to the smart contract.

3. Investor - Investment and Transaction Platform

- TIPLand can provide investors with two investment methods:
 - Investment of IP projects (primary market)
 - Investment and Transactions of IP Token (Secondary Market)
 - Using AMM design, an IP project trading platform similar to UNISWAP is in consistency with the UNISWAP standards and functions. Data level and TIP Starter can be seamless docking.
- Investors can know their assets and investment returns in real time.
- Investors can also participate in TIPLand's official TIP Fund program, an investment incubation fund dedicated to investing in early-stage IP projects, and invest in potential projects on TIPLand through a portfolio and obtain excess returns

4. Ordinary Users - IP Content Community

For ordinary users, TIPLand is an IP content community. Similar to other content communities or websites, ordinary users can choose content they are interested in to browse and consume, comment or discuss, participate in activities and collaborate, etc. Meanwhile, ordinary users can easily become investors or creators.

TIP Eco-system Construction and Governance

Based on the centralized form of the whole, TIPLand will contain countless IPs, so the governance of the whole eco-system is divided into two parts:

Governance of a single IP DAO

a. Role

An IP is a DAO, including original creators, collaborators, investors, fan consumers, operators, etc., to be governed by a production committee + POS

b. On-chain governance

We can vote together to decide the content update of IP and the operation direction of the project (similar to the recommended mode such as EIP). We will offer governance guidance and technical support to IP DAO based on the smart contract template. The NFT ++ standard fully supports this authorization and voting mechanism

c. Off-chain governance

Through the TIP.FIGS smart contract editor engine, DAO members will ensure that they receive real legal protection and rights under the chain. In the future, more third-party operating companies will be supported to participate and provide business support for the overall operation.

Governance of the Entire TIPLand eco-system

a. Roles in eco-system

Including investors, IP project owners, project operators, application developers and other relevant parties.

b. On the chain:

On-chain governance relies on smart contracts, community regulations, development code review, and other methods for governance. Since TIPLand itself is also an IP project, it also follows the philosophy of Crowd-FIGS and method of crowd-funding, creation, governance and sharing.

c. Off the chain:

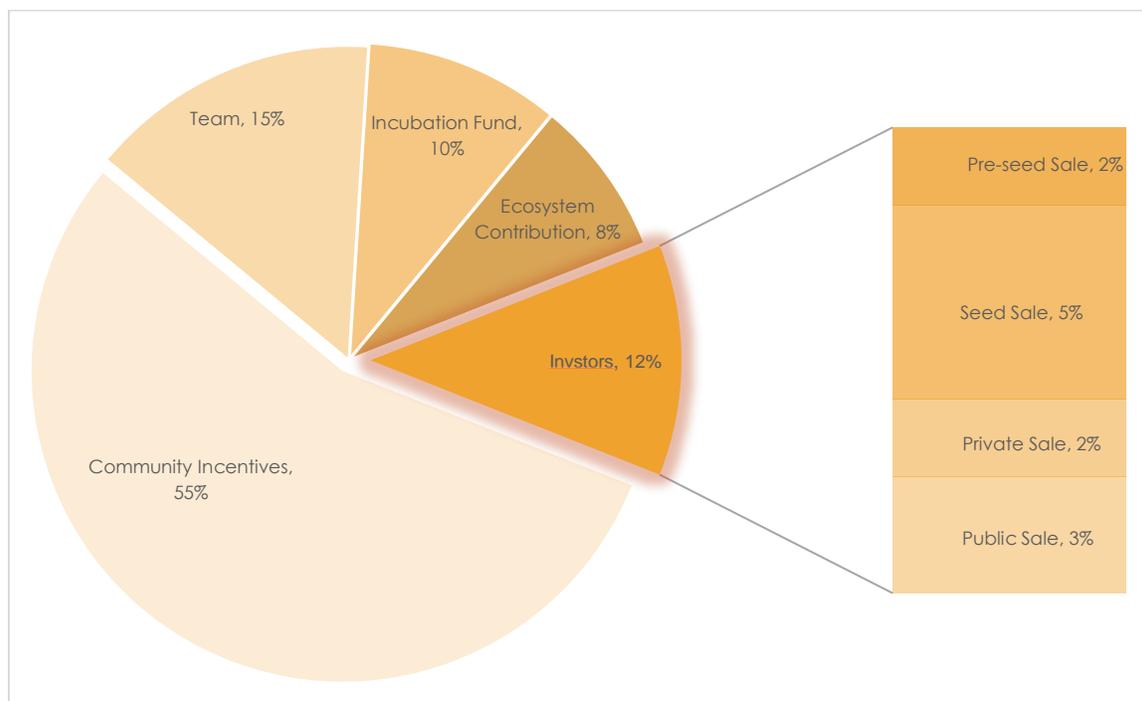
Through continuous development of technology and progress of eco-system, we will adopt measures in managing foundations to operate the entire decentralized IP incubation platform.

Tokenomics

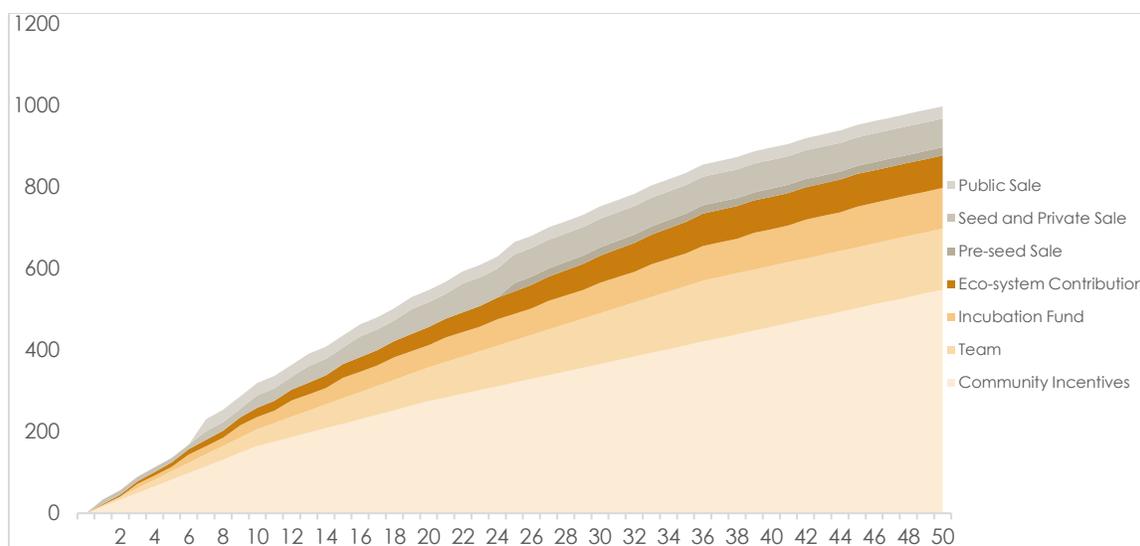
TIPL Distribution

TIPL is the token of TIPLand eco-system. We plan to issue 1 billion TIPLs, distributed as follows:

Distribution	Ratio	Amount
Community Incentives	55%	550m
Team	15%	150m
Incubation Fund	10%	100m
Ecosystem Contribution	8%	80m
Pre-seed Sale	2%	20m
Seed Sale	5%	50m
Private Sale	2%	20m
Public Sale	3%	30m



TIPL Vesting plan



Application Scenarios of TIPL

All projects related to IP creation, innovation and derivation can be applied in TIPLand

1. Investment and settlement of IP projects

On TIPLand, TIPL can be used to invest in IP projects. Investors need to purchase TIPL and invest in IP project owners. IP project owners obtain the investment of IP token from the investor. All IP project owners' earnings will be settled, dividends or repurchased according to the progress of the project.

2. Investment equals to mining

Investors who invest in IP projects or provide liquidity support for IP projects can not only obtain Token from project, but also obtain TIPL rewards (investment equals to mining).

3. IP project subscription rights

Similar to BNB, users with TIPL can obtain priority subscription rights when elite IP projects are released

4. Dividends

Dividends to TIPL holders based on the comprehensive earnings obtained from crowd-funding commissions, exchange fees, project investment earnings, etc

5. Eco-system governance

People who possess warrant of TIPLand eco-system governance can participate in the improvement of NFT++ standards and voting of community affairs., etc

Supportings of TIPL Value

We believe that the value of TIPL comes from four core parts:

1. Return of Platform Operation

Profits include commission from co-funding, transaction fees, and project investment earnings

2. Return of IP Projects



Through TIPL, you can participate in various IP projects and obtain direct earnings to support TIPL value.

3. Return of IP Projects

As pioneer that changes business model of creative industry, TIPLand will gather and foster creative talents, generating infinite value

4. Value of IP Assets

On TIPLand, either IPs' profitability or influence of users has respective value that supports TIPL in turn

Profits for TIPL Holders

- Earn profits from TIPL dividends and appreciation of TIPL
- Earn profits via investing IP projects
- Attain a certain IP token
- Earn profits via trading appreciated IP token
- Shared earnings from a certain IP project, eg., shared revenues from tickets and games
- Dividends from owning IP token

Sample Projects

1. E-blessing Fu Project (Born-digital Project)
2. the Forbidden City 's cultural innovation competition
3. Chris Lee's Exclusive Earphones
4. YangYang × GRIII Special Edition

Core Team

Under common goals, TIPLand core team members are entrepreneurs, professionals, experts and scholars from different backgrounds with elite professional competence, plentiful industrial resources and abundant international exposure.

1. **Zen Huang - Co-funder & COO**

He graduated from Shanghai Jiao Tong University in 2003. He has rich experience in advertising and marketing, game research and development, animation planning, publicity and distribution, and copyright operation. He has completed two animation/movie/game IP projects from 0 to 1 billion RMB. He has successfully launched "My Name MT" big movie, 10 billion clicks of animation short video IP "Powerful King Kong" and other projects. He is responsible for TIPLand strategic planning and product management.

2. **Jeff Huang - Co-funder & CTO**

Doctor of Computer Science from Shanghai Jiao Tong University, with 25 years of entrepreneurial experience in combining culture and the Internet. He is the founder of well-known websites such as "Cinema Hotline" and "One-ticket". He enjoys abundant resources in the cultural performance ticketing industry and the operation and marketing of cultural performance projects. Starting from 2017, he began to study the infrastructure and application of the blockchain. He is responsible for the architecture design and application design of NFT ++.

3. **Chris Zhang - CMO**

MBA and Starr Scholar in Boston University. Classical/improvised piano music composer. 10 years of experience in integrated marketing, corporate management and overseas sales in Fortune 500 companies. Responsible for commercial management for all projects and overseas business development. Her music works and IP will also be applied in TIPLand.

4. **William Chen-Director of User Experience and Front-end**

Master of Integrated Digital Media of New York University. He has rich experienced in UX/UI/data visualization. He is responsible for entire product and user experience for TIPLand and lead front-end team to provide support for projects on TIPLand.

5. **Rainy Huang - Strategic Technical Advisor**

Vice dean of Computer Science Department, doctoral supervisor and professor in Harbin Institute of Technology .Senior member in China Computer Federation. Technical head for projects in TIPLand responsible for system architecture, research on standards and application implementation.

6. **Zhang Le-Technical Director**

Developer of leading “nijigenn” game (virtual animation game originated from Japan) "Iron Waltz". Developer and head of multiple blockchain project. He is responsible for the overall technical development of the project and guidance in docking of protocol layer. Meanwhile, his game development team will apply the NFT ++ standards in the new Metaverse games.

7. Shawn Xu -Community Director

One of the founding team members of the well-known online marketing promotion team **28 Promotion**, he has rich experience in Internet marketing, and has served multiple well-known brands, such as China Eastern Airlines, American Standard, and OCJ. He is responsible for the community operation related work of this project.

8. Forrest Gu- ACG IP Director

Apprenticing to masters of Japanese animation, he is Master of Japanese Animation from Kyoto Seika University with fully sufficient knowledge in IP and rich resources in Japan. He is responsible for the product design of crowd-innovation section in TIPLand. He also works as the key contact person for Japanese partners. Meanwhile he is an IP creator in TIPLand

9. Dong Wentao - Legal Director and Product Director

Doctor of Law (Intellectual Property Direction) from East China University of Political Science and Law has provided legal services for many Internet giants, big data enterprises, film and television companies, brokerage companies, game companies. He has rich experienced in cultural industry project financing, investment mergers and acquisitions, personality rights protection, performing arts brokerage, film and television project risk control, script copyright transactions, intellectual property pledge, etc.

He is responsible for the compliance design, intellectual property related design of this project, and the application of its own legal IP projects.

10. Dai Zelong - Product Manager

Master of Economics, University of Tokyo, Japan. He worked for ICBC, Changjiang Securities and well-known Japanese consulting companies. Currently, he is the data analysis expert in Lilith. He is responsible for the product design of crowd-funding section, assisting crowd-innovation part of product design, and providing economic model support for the project, with his rich experience and resources in the game industry.

Roadmap

It is mainly divided into three stages:

1. MVP phase (3 months, July-September 2021)

- a. R&D: Minimum viable product of TIPLand and NFT++ with constant development
- b. Put 2-3 sample projects in practice
 - E-blessing Fu
 - CoCTRPG (crowd-innovation and crowd-funding)
 - *Mr. Bone Top 3 Animation IP on Tik Tok (6 million fans)*
- c. Complete 1st round financing with approx. 1.5 million US dollars

2. Growing Stage (September 2021-June 2022)

- a. Constant upgrade of standards and major applications in TIPLand
- b. 20 elite projects, 100 operating projects, approx. a million of users
- c. Complete 2nd round financing with approx. US \$5-10 million. Set up TIP.FUND dedicated to guiding investment and preparing to issue on exchange

3. Future Growth Indicators

- a. Number of IP projects 100-- > 1000-- > 10,000
- b. Number of investors and users: 10,000 -- > 100,000 -- > 1 million
- c. IP value: 100 million-1 billion-10 billion

Summary

Comparison with existing projects

1. Common NFT platform projects

- a. Reference objects: Opensea, SuperRare, Renft, Nftx, etc
- b. We care more about the whole IP than they care about individual transactions or operations
- c. We are more concerned about the future creation and development process than the results already created
- d. We focus more about the participation and sharing of the public than the storage and trading of single products

2. Incubator project

- a. Reference objects: Polkastater, DAOsquare, Gitcoin
- b. We are more focused on “go-out-of-bound” IP projects
- c. We introduce NFT affirmed intellectual property rights in incubation
- d. We assist project derivation through NFT ++
- e. In addition to providing incubation funds, we facilitate pooling wisdom together via crowd-innovation and collaboration

Vision of TIPLand

1. Land for Super IP

Based on the NFT ++ standard and related applications, in the near future, a large number of super IPs jointly owned by the masses will be generated from the community. Imagine that the IP with the same value of *Marvel Universe or Dragonball* is jointly owned and governed by the public, the economic rights and interests are shared by the public, and the development and creation are jointly participated by the public. At the same time, based on our concept and basic agreement, it will not only be applied in the field of Wen Chuang IP, but also move forward for a broader field of innovation and creativity.

2. Zone of Lucrative Investment

As long as IP is constantly being creative and developed, its value is constantly increasing in value. In the long run, the market value will enjoy constant growth. Therefore, we can certainly create a lucrative investment zone.

3. Bridge to Metaverse

Every creative IP is a virtual world, and TIPLand can become the central station leading to each IP world by building a virtual world, serving as a bridge to Metaverse with huge imagination space for the future.