



# CUBE

# WhitePaper

METAVVERSE World Vision Paper

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## CUBE Vision



### *Simply CUBE*

CUBE enables creation, consumption, and connection of content, without boundaries in time and space.

### **Web3 Entertainment**

With the CUBE platform, users can enjoy comprehensive access to various entertainment contents at once, which are currently scattered across different platforms and devices. With a quick and simple registration, users can access world-class games, broadcasting, webtoon, web novels, dramas, movies, and social functions all within a single platform. For example, users may play games, while broadcasting the play, taking part in voice chat, and earning rewards through these activities all at the same time, realizing the innovation Web3 was built for.

CUBE is a borderless playground where users can find the fun they want and discover new elements they did not even know they wanted.

## **Ecosystem**

\$CUBE is a native currency for CUBE platform, enabling all contents and services for user consumption.

Furthermore, users can use \$CUBE to enjoy the benefits of various digital asset related services, etc. It has been designed and deployed intuitively by reinterpreting services such as E-Wallet, Staking, and Yield Farming, which have been difficult to access, and the ecosystem has been configured to make the user base grow faster.

As the project progresses and the user-created content accumulates, the rewarding program for the CUBE ecosystem will be further strengthened. Utilizing the CUBE within the virtuous cycle of consumption and reward, users are bound to naturally entertain themselves.

## **Inclusive Platform**

The CUBE, created for users and by users, is an essential part of the Web3 era, taking advantage of the suitability and the core values of blockchain technology such as information integrity, open communication, and decentralization of power.

To this end, the CUBE has an extremely receptive and comprehensive character. While performing a role that can mediate and connect different services, it must provide users with a unified experience. The CUBE is the window to a myriad of worlds through one application and one launcher.

# 1. CUBE Ecosystem

## 1.1. Product & Service



### Product

#### CUBE Platform

CUBE Launcher, which has the core value of connecting users and connecting values, can access various contents within the ecosystem, regardless of environment restrictions.

The CUBE platform is oriented toward a single entertainment space that can be accessed anytime, anywhere. It supports borderless activities from games to media, e-commerce, and metaverse, designing as a virtuous cycle structure that returns profits to users through blockchain technology combining all these elements.

CUBE offers an all-inclusive platform service that brings the current scattered platforms into one space. For example, Steam services games, Netflix services OTT media, and YouTube services self-made videos. The CUBE platform provides an environment where unnecessary user experiences can be reduced and more creative interactions can occur by attracting users with various interests in the platform through a wider range of content from games to webtoons, dramas, media, and music sources.

By using social and web streaming functions of CUBE Launcher, it strengthens the bond between users and provides a borderless entertainment experience. From text and voice chat to automatic translation and character voice modulation, you can blur the boundaries between language and language, virtual and reality, and create an immersive experience. In addition, anyone can create a guild or group and communicate with other users through web streaming broadcasts to form their own fandom.

### **PC Launcher & Mobile App**

The CUBE platform can be freely accessed on mobile and PC without any restrictions in terms of device. The platform supports cross-device linkage, providing user convenience and scalability, and is possible to manage distributed history and assets in an integrated manner with a single CUBE account. To continuously expand the content, we will implement an ecosystem where you can enjoy the content in various and most suitable ways by applying it not only to consoles but also to AR and VR devices.

The CUBE platform for PC focuses on mid-to-hardcore games, offering a wider range of content. This allows users to conveniently enjoy content which is difficult to fully enjoy on the mobile within a single launcher. Additionally, we will add avatar live chat and custom content, introducing virtual socializing first, which is the basis of the metaverse ecosystem.

The CUBE platform for mobile mainly serves casual battles and simple games, and supports contents more suitable for mobile touch screens. It provides content that users can enjoy casually and simple virtual activities using avatars in a single app.

## **Service**

### **Digital Asset Wallet**

CUBE Wallet, which enables assets to be encrypted, stored, and transferred, has a quick and simple subscription and management system.

The main feature of the changing era from Web2 to Web3 is that data with specific value can be safely stored and exchanged among users. CUBE Wallet has been developed with a focus on such intrinsic value of blockchain, and takes a step forward by offering built-in PC and mobile versions.

It also supports a concise user flow to maximize convenience. CUBE Wallet, which is implemented in a hybrid structure, supports email registration and

password recovery service to improve the current inconvenience of blockchain digital asset wallets.

### **NFT Store**

The CUBE platform provides an open store where users can purchase NFT assets.

For example, users can search and purchase various products with multiple contents at once by implementing a sales space that serves as an in-game In-App Purchase(IAP) store within the CUBE platform. All purchase details are transparently disclosed on the blockchain, allowing users to directly estimate the value of NFT and make purchase decisions.

It also supports early user attraction for new content through NFT pre-sale. To highlight the strength of the content, the pre-sale method is customized for each content and special benefits are provided to early users participating in the pre-sale to secure initial loyalty and retention.

### **NFT Marketplace**

The CUBE platform provides a marketplace where users can freely trade NFTs.

After NFT primary sales, the Marketplace provides immediate ways to establish relationships between buyers and sellers by allowing secondary trading. This makes it possible to transparently ascertain the value of NFTs, and to trade the NFTs you want to purchase at a reasonable price.

In addition, CUBE's marketplace supports all types of NFTs. From art, music to trading cards, and game items, digital assets, where security and transparency are important, can be traded as NFTs, and the CUBE platform will support the active introduction of User-Generated Content (UGC) through minting and trading.

### **E-Commerce**

By introducing blockchain to E-Commerce, users can purchase real products with their tokens. It serves as a pivotal role in continuously expanding the circulation structure of the CUBE ecosystem, and provides a practical place for users to consume the rewards earned from spending time in the CUBE platform and contributing to the ecosystem.

### **Token Financial Services**

Financial services will be provided in two main forms.

The first service is game-related. Users can increase the amount of game tokens acquired in the game by exchanging them for \$CUBE or depositing them. In addition, the CUBE platform will provide an NFT rental system and various investment products to motivate users to take part in the game with substantial profits.

The second service is more closely related to the CUBE ecosystem. Users' \$CUBE are collected and deposited in one place to provide appropriate rewards, and the funds serve as lubricants for the ecosystem. It enables a variety of activities for users, and the profits or rewards are returned to the users.

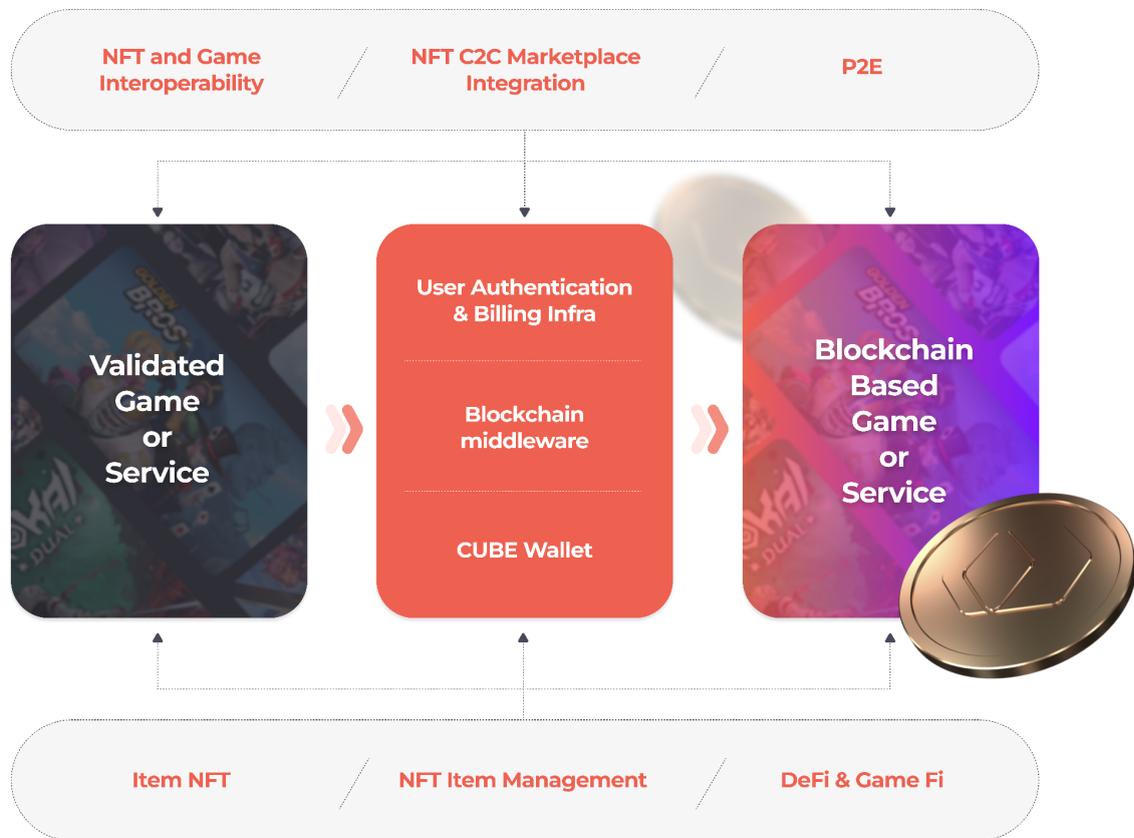
The Token Financial Services can be figured out as a simple concept of gaining \$CUBE from activities like games and depositing it to increase assets, but we would like to provide transparent and reliable products and benefits, considering that CUBE serves as a vein connecting various ecosystems such as meta-world, entertainment, and commerce.

### **Token Exchange**

Token Exchange provides a service that allows users to convert in-game commodities into \$CUBE. Adopting the Automatic Market Maker(AMM) method, the fees generated from the transaction will be paid to the liquidity provider as rewards. In order to expand the CUBE ecosystem, we will gradually swap various stable coins and \$CUBE as well.

## 1.2. Technology Approach

### CUBE SDK



[Figure 1] CUBE SDK

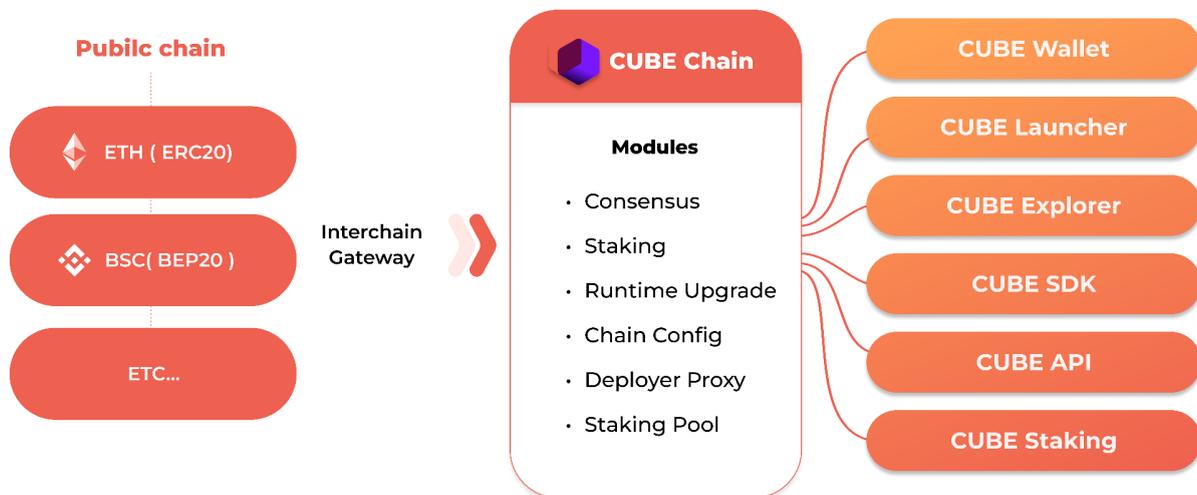
CUBE provides CUBE SDK which enables general developers to participate in the blockchain ecosystem more easily. With little knowledge about blockchain, the developers can easily transfer their services onto blockchain and convert digital assets into NFTs.

CUBE SDK supports various developments, including games and entertainment services, and provides library and API that can be integrated with the CUBE platform so that the developers may access the blockchain ecosystem at a low cost of conversion by bringing in verified services and games. In addition, this enhances the value of NFT using various blockchain services from the CUBE platform such as CUBE Wallet, NFT Marketplace, DEX & Swap, and it will be possible to provide various types of P2E models and GamFi services to users.

CUBE SDK's blockchain middleware supports developers to integrate and interoperate with blockchain systems. With this turnkey solution, developers rapidly respond to the high demand for NFT content and create profit models on blockchain.

## 1.3. CUBE Chain

### Architecture



[Figure 2] CUBE Chain

CUBE Chain is a framework for building and maintaining the CUBE ecosystem. It serves as its own blockchain for numerous users from the CUBE network, while developers and node operators maintain a close connection with the Public Chain. In other words, CUBE Chain is the infrastructure that helps you build and execute an internal value system.

CUBE Chain achieves business objectives with a flexible, convenient, and easy-to-use multi-modular blockchain architecture. The core modules for this purpose include Parlia Consensus Engine, Staking & Pool, Governance, Dynamic Runtime Upgrades, and Reward Management, and these modules will be built with System Smart Contract and Ethereum Virtual Machine(EVM) machines.

CUBE Chain solves the virtual machine security issues by fully trusting the EVM of the official Go-Ethereum code-base. EVM, which has been audited thousands of times, is widely used in blockchain networks.

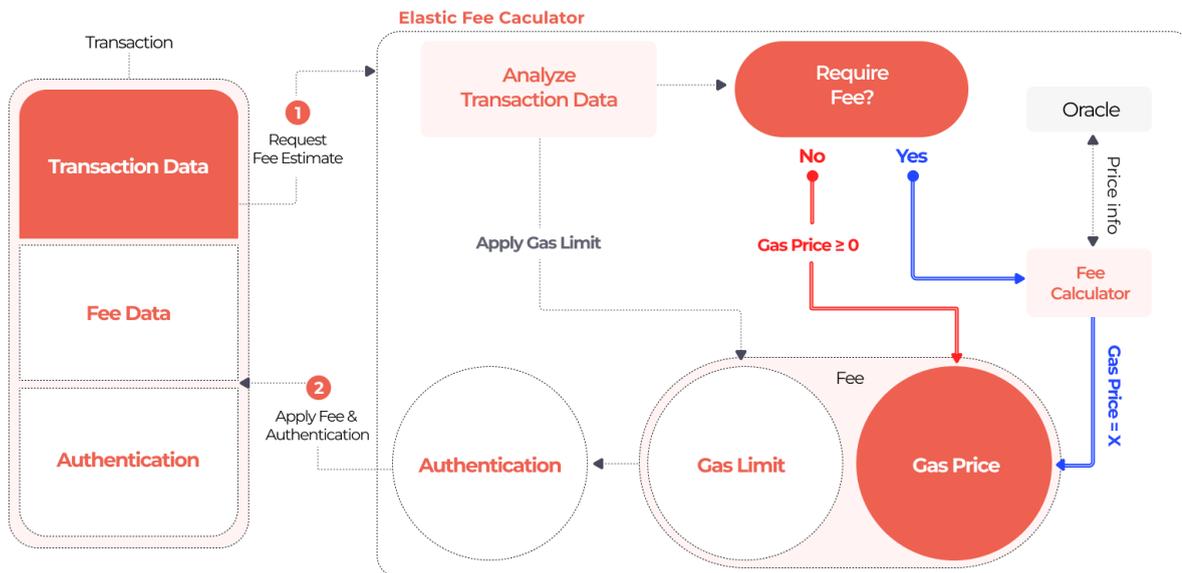
To fully manage and validate governance and reward distribution in an EVM runtime environment, CUBE Chain implements the relevant logic directly using Smart Contract without relying on third-party services.

### Governance

CUBE Chain has on-chain governance for users to participate in. Voting rights are allocated based on the total amount delegated to the validators, and new proposals may be executed when the quorum reaches  $\frac{2}{3}$  and more than 51% in

favor. In addition, we will decentralize the sovereignty of the CUBE ecosystem to ensure transparency and fairness by making it possible to expand into business fields as well as suggestions for norms, culture, law and code of CUBE Chain.

## Elastic Fee



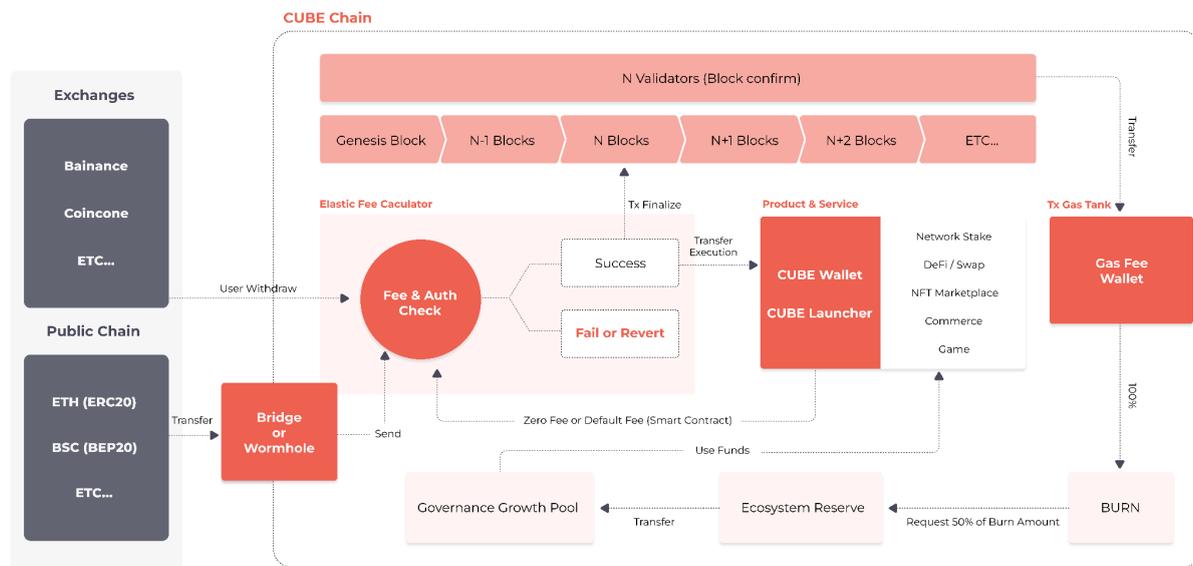
[Figure 3] Elastic Fee Support with Smart Contract

Transaction fees are affected by network activity of the blockchain and market decisions making. Excessively high fees become an obstacle to usability, and low fees cause security issues. However, if the fee is fixed, there will be a problem that the priority cannot be adjusted under the network load conditions. To solve this problem, CUBE Chain introduced Elastic Fee so that the transaction fees can be flexibly applied according to the external environments. Elastic Fee works by applying differential and flexible fees, lowering the barrier to initial entry into CUBE Chain, and enabling flexible responses to various situations that may arise.

**Differential Fees :** Transactions in CUBE Chain are divided into business transactions and user transactions. Business transactions are essential transactions for using CUBE Chain services, operating in such a way that the system pays fees instead of charging fees to users. User transactions refer to all transactions except business transactions, and charge differential fees for each user through memberships to be provided later. The differential fees will be implemented transparently and securely with Smart Contract.

**Flexible Fees :** CUBE Chain will establish a standard fee policy under the CUBE Governance, which will allow for flexible application of fees. The flexible fee policy serves to adjust fees that may be too high or too low to an appropriate level, thereby securing usability and solving security issues.

## 2. Token Economy



[Figure 4] CUBE Network

### 2.1. Design Rationale

The token economy is at the root of CUBE network's growth and the ecosystem's virtuous cycle. The underlying issues that form the basis of CUBE's token economy design are as follows.

#### Securing Critical Mass for Minimum Sustainable Economy(MSE)

Although decentralized applications promise to share more value with network participants, a core reason as to why they are difficult to popularize is because there is often a lack of effective strategies to secure critical mass adoption in the early stages.

The first challenge of CUBE's token economy is to provide a solution to how the network's inherent economic mechanisms can reach a state that can operate on its own; in other words, a state that constitutes the Minimum Sustainable Economy (MSE).

The CUBE network must be able to maintain and grow without additional external support when fees and additional revenues from the various services in the ecosystem are recirculated into a system reward pool and distributed as rewards for contributors who grow the network. In order to satisfy this condition, it is crucial to secure more than the critical mass size, and that the transaction

value of the services used by these users must be large enough to continuously induce network growth.

### **Securing Resources for Bootstrapping Rewards**

In order to reach MSE, it is necessary to acquire a large number of users, and the system must provide great compensation in the early stages in order to acquire them. And the Cube economy must provide an answer to where it'll get the resources for these rewards.

\$CUBE's Network Stake is the method to achieve the initial MSE of the CUBE network, and the Ecosystem Growth Fund will be used as a resource for compensation.

### **Mechanism for \$CUBE Supply and Demand Stabilization**

Controlling the supply and demand of \$CUBE, the native coin of the entire Cube ecosystem, helps to ensure that the entire ecosystem is stable and protects the market price of \$CUBE. If there is a disbalance of the network's growth rate and sync, causing an oversupply of \$CUBE, or conversely, an undersupply, this may not only cause the problem of price volatility of \$CUBE, but also may be a threat to the entire ecosystem as a whole.

Systematic supplements such as controllment of \$CUBE supply and demand are needed to respond to sudden fluctuations in the level of qualitative burden on the system.

### **Balance of Cyclical Mechanisms that Maintain Motivation for Sustained Growth**

Even after securing a minimum critical mass for maintaining the CUBE ecosystem, the rewards for network participants' contributions must be balanced so that the production of network value and its redistribution process can provide a lasting growth engine.

### **Control of \$CUBE Monopolization**

Compensation for \$CUBE's long-term holders is based on the capital gains of \$CUBE as the network grows. While these holdings may stabilize and increase the price of \$CUBE, and in turn, contribute to the growth of the network, excessive rewards for passive long-term holdings may reduce other participants' motivation to make active contributions to the growth of the network. Mechanisms are needed to prevent excessive token ownership concentration,

and rewards for active contributions to network growth should be increasingly greater than rewards for passive retention.

Based on the awareness of the above problem, the CUBE Token Economy is designed as follows.

## 2.2. \$CUBE Usage

**\$CUBE** is 100% pre-issued with a total issuance of 10 billion, and has been distributed or will be distributed as described in Part 3 of this document. As stated in the roadmap, the current volume issued and distributed on the Public Chain will be swapped to \$CUBE on CUBE Chain via snapshot-based swap or a bridge service once CUBE Chain is completed in the second half of 2022.

\$CUBE will be used as the **Native Coin** on CUBE Chain. In other words, \$CUBE will be used to pay the transaction fees when creating and executing smart contracts, and/or transferring virtual assets. \$CUBE is what network users use to pay for nodes that process the requested operation.

\$CUBE is used within the CUBE network for the following purposes:

- Native currency of the CUBE Ecosystem
- To pay transaction fees on CUBE Chain
- Staking for the growth of the CUBE Network
- Payment Method on the NFT Marketplace

## 2.3 Rewards to Secure Initial Critical Mass Users

In order for the network to maintain and grow on its own without additional external support, it must have more than a critical mass of users. To accomplish this, this incurs various types of switching costs. From the user's point of view, after selecting CUBE Chain, hassles such as creating an ID and creating a wallet address for new signup may be incurred. And it's typically because of these switching costs that users continue to use the same platform they choose once, and network effect tends to attract more users to the dominant platform with many participants.

In order to secure users above the critical mass scale, the CUBE Network intends to provide a reserve of transaction fees generated by CUBE Chain as rewards for users' switching costs.

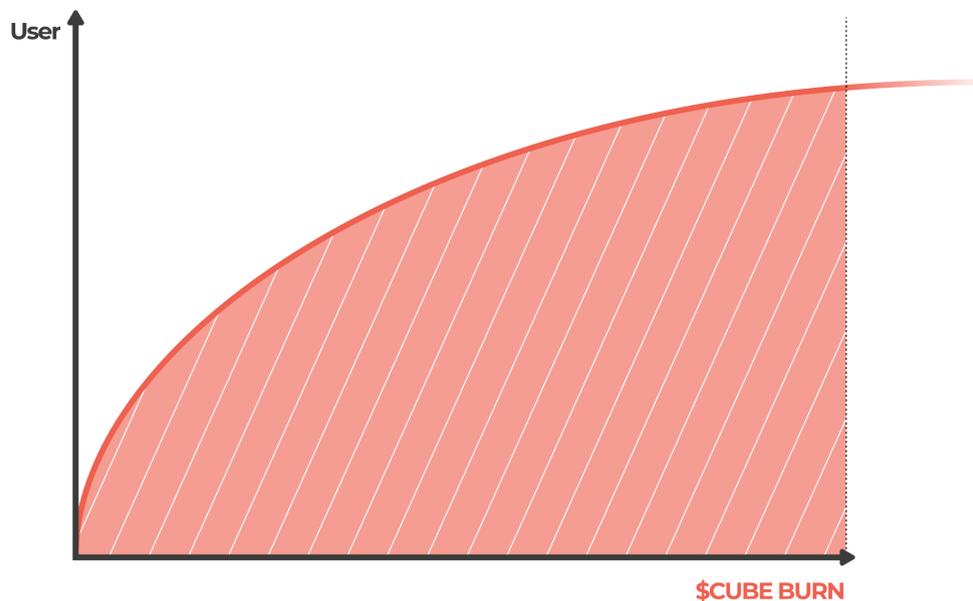
All \$CUBE collected as transaction fees on the CUBE Network and Wallet will first be 100% burned, and then half of the burned percentage will be issued on the **Ecosystem Reserve**, which will then be credited to the **Ecosystem Growth Fund**, otherwise known as the Governance Reward Pool. The \$CUBE

accumulated in the reward pool will be provided as rewards to participants who contributed to the initial network growth.

## 2.4. \$CUBE Supply Control Mechanism

100% of \$CUBE paid as a transaction fee will be burned by the supply-demand control mechanism of \$CUBE, and 50% of the burned amount will be issued to the CUBE network.

In the long run, as the number of users of the CUBE Network and the amount of transactions increases, the circulation of \$CUBE will decrease, meaning there may be side effects due to the lack of \$CUBE required for service use.

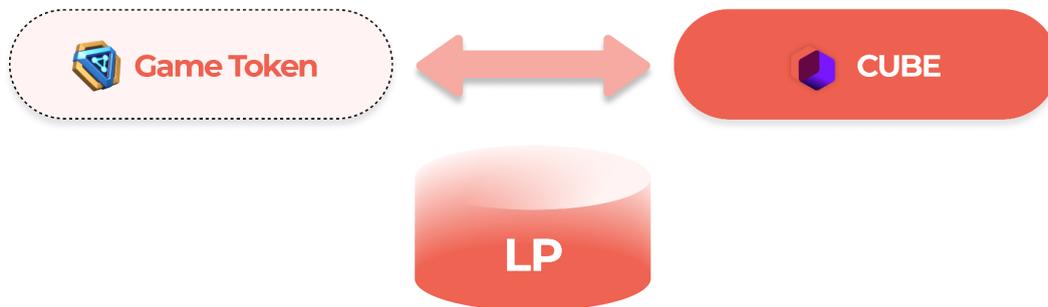


[Figure 5] \$CUBE Burn as CUBE Network Grows

To prevent this, \$CUBE of **Ecosystem Growth Fund** may be issued at regular intervals to the CUBE network based on the **Platform Contribution Reward Protocol**. The actual ratio will be determined after reviewing various simulations before the contract launch.

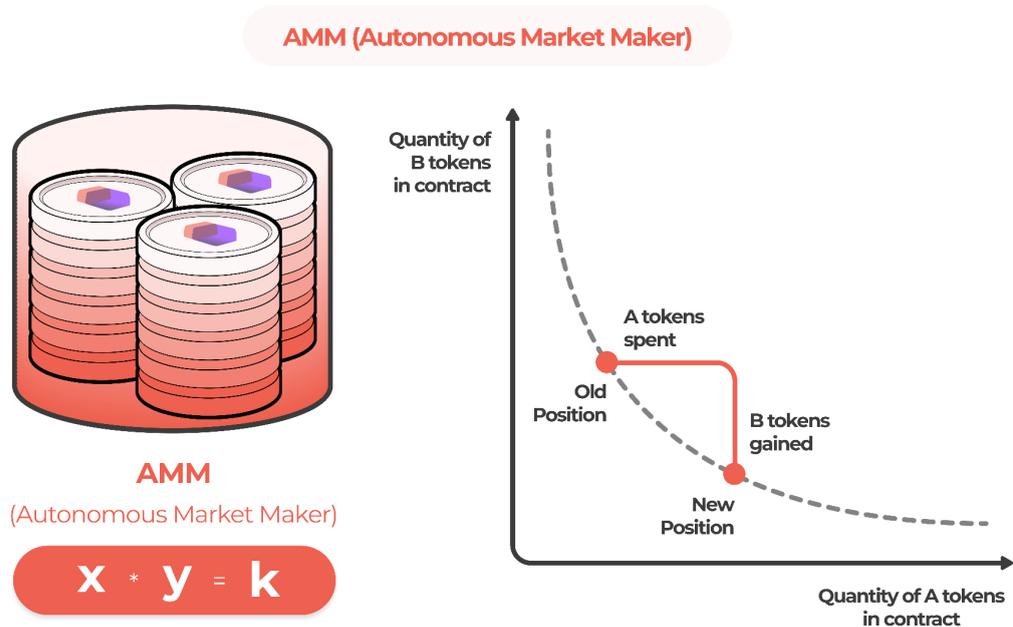
## 2.5. CUBE Blockchain Services Examples

### CUBE Swap Service



[Figure 6] CUBE Swap

CUBE Swap Service is an exchange service based on a highly validated protocol. CUBE Swap Service allows users to exchange various game tokens for \$CUBE or other tokens.

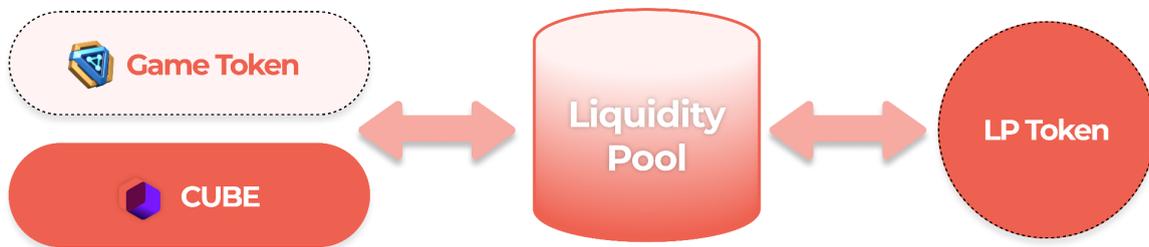


[Figure 7] AMM Protocol

Automatic Market Maker (AMM) is a type of distributed exchange protocol that uses mathematical formulas based on price algorithms to determine the price of assets without the use of order books used by traditional exchanges.

CUBE Swap Service determines the price by adopting the CPMM (Constant Product Market Maker:  $x*y=k$ ) model among the AMM models.

### **Liquidity Pool**



*[Figure 8] Liquidity Pool*

Due to the nature of AMM, which executes transactions through smart contracts without counter partners, liquidity supply for transactions is essential. To encourage liquidity supply, liquidity providers can participate in interest farming using LP Token, which is paid through liquidity supply, with fees for transactions as compensation.

### **Yield Farming**



*[Figure 9] LP Farming Pool*

In response to the Game Tokens of games serviced on the CUBE platform, as well as CUBE's pair and LP Token, an LP Stake Pool with yield farming will be provided. Users can earn CUBE as rewards by staking. We intend to stimulate economic activities of game users by returning a portion of the fees incurred from the various services related to each game as rewards.

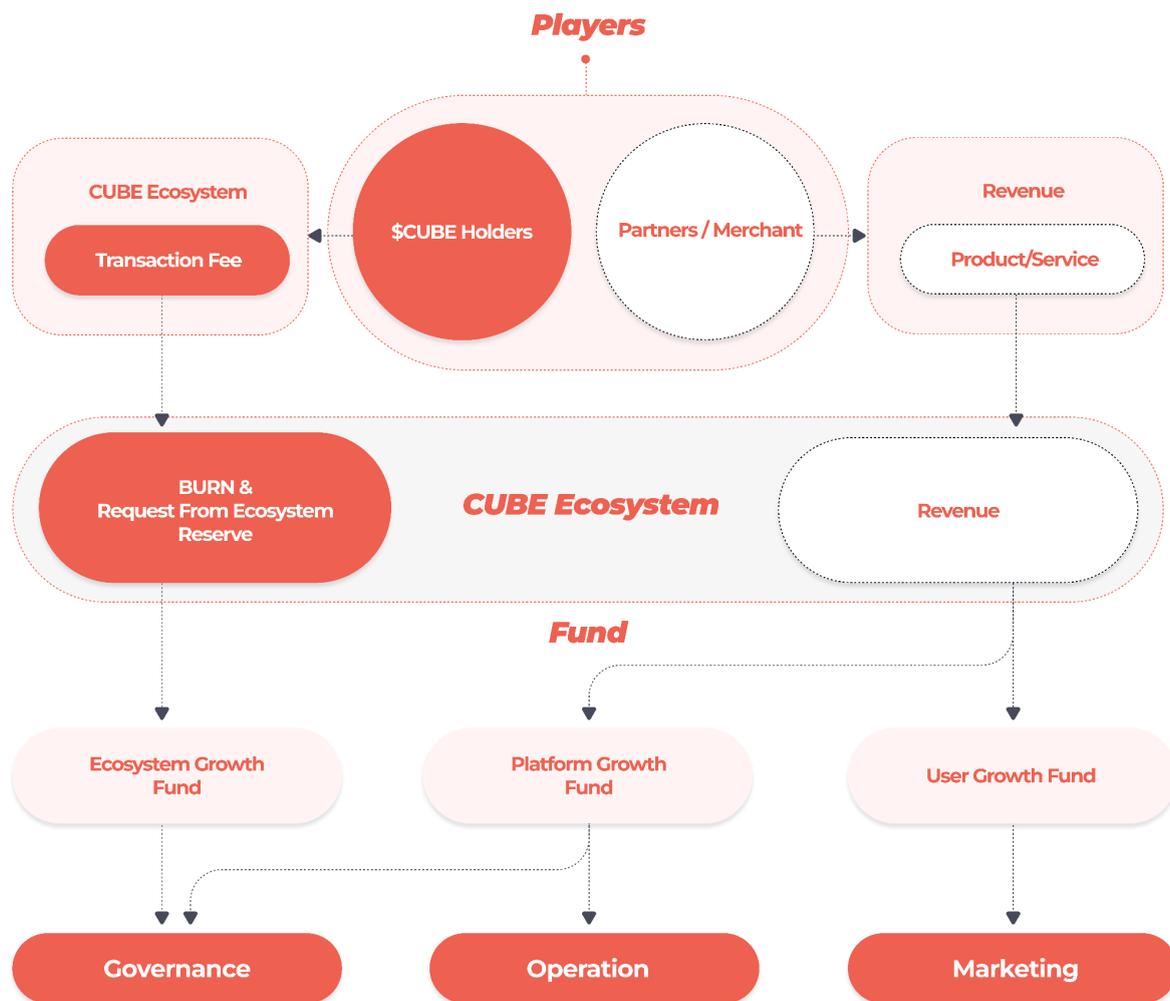
## Staking



*[Figure 10] Lock-up Staking Pool*

Staking is a service that allows users to create earnings using virtual assets held in CUBE Wallet. Depending on the different terms of lockup, Annual Percentage Rate(APR), and CUBE, Game Token(s), or other pegged coins will also be used for staking. The financial resources for profit will be used at a reasonable ratio according to the fees generated from various services in the ecosystem and the finances set aside to increase the value of CUBE. We seek to provide real returns while maintaining the asset value of the ecosystem in such a way that the pool is opened flexibly and the size of participation is also adjusted according to the size of the prepared financial resources.

## 2.6. CUBE Sustainable Ecosystem



[Figure 11] CUBE Sustainable Ecosystem

A sustainable ecosystem is not achieved with blockchain technology, but rather when the ecosystem participants are locked within a working economy and when they create value as members of the ecosystem.

This requires sophisticated monetary policies and reward designs with intrinsic value to secure participants, as well as various systems to induce the creation of added value for the ecosystem participants.

### **Ecosystem Reserve**

Transaction fees (Gas Fee) and service fees used with \$CUBE on the CUBE Network are 100% burned, and 50% of the amount burned will be transferred from the Ecosystem Reserve to the Ecosystem Treasure Pool, and then used to provide the following services:

- Government Stake Rewards
- Used for \$CUBE price stabilization and volume adjustments

### **Ecosystem Growth Fund**

The Ecosystem Growth Fund is used as the resource for planning and servicing various user deposit products. After the initial allocation of 2 billion, the Governance Treasury Pool will be funding the fund to continue to create a virtuous cycle of ecosystem and provide various products.

- Platform Contribution Reward Protocol
- Expected to increase the value of \$CUBE while providing mid/long-term lockup products for long-term holders

### **Platform Growth Fund**

The Platform Growth Fund will be used for expenses of the following operations, and part of the revenue will be put back into the funds.

- Infrastructure costs
- Development costs
- Content and service investments

### **User Growth Fund**

The User Growth Fund will be used to secure users and activate the ecosystem

- Tier rewards for user activity and integrated membership
- Marketing rewards for supplying DeFi liquidity and activating services
- Incentivize small holders to recruit users

## 3. Issuance and Allocation

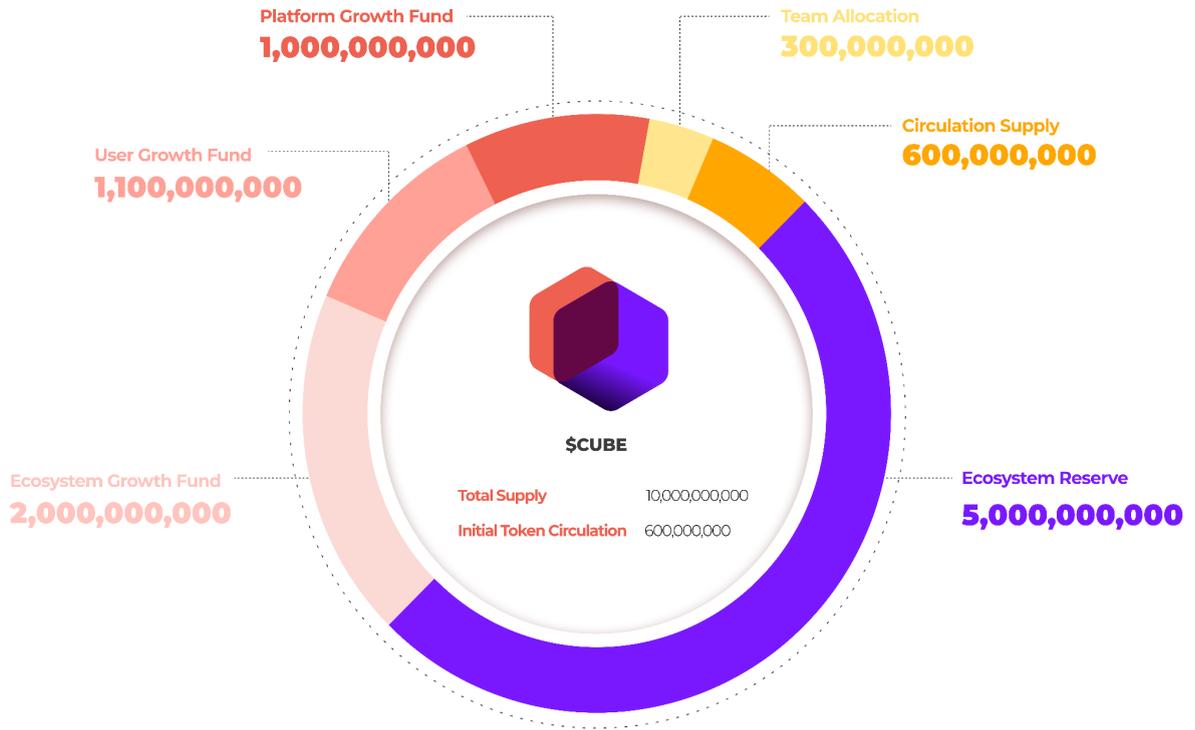
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- Ticker: \$ITAMCUBE → \$CUBE (CUBE Chain)
- Total Supply: 10,000,000,000
- Initial Token Circulation: 600,000,000
- Blockchain Network:  
ETH, BSC → Transfer to CUBE Chain (Targeting Q4 2022)

### 3.2. Token Distribution



Distributed To	Percentage	Amount
<b>Ecosystem Reserve</b>	50%	5,000,000,000
<b>Ecosystem Growth Fund</b>	20%	2,000,000,000
<b>User Growth Fund</b>	11%	1,100,000,000
<b>Platform Growth Fund</b>	10%	1,000,000,000
<b>Team Allocation</b>	3%	300,000,000
<b>Circulation Supply</b>	6%	600,000,000
<b>Total</b>		<b>10,000,000,000</b>

### 3.3. Token Release Schedule

#### Distribution Volume Forecast Based on \$CUBE Release Schedule

Allocation	Platform Growth Fund <b>1,000,000,000</b> (10%)	Ecosystem Growth Fund <b>2,000,000,000</b> (20%)	User Growth Fund <b>1,100,000,000</b> (11%)	Team <b>300,000,000</b> (3%)	Ecosystem Reserve <b>5,000,000,000</b> (50%)	Circulation Supply <b>600,000,000</b> (6%)
Jun-22	0	100,000,000	2,000,000	0	0	702,000,000
Jul-22	0	0	2,000,000	0	0	704,000,000
Aug-22	0	0	2,000,000	0	0	706,000,000
Sep-22	0	0	2,000,000	0	0	708,000,000
Oct-22	0	3,000,000	2,000,000	0	0	713,000,000
Nov-22	0	3,000,000	2,000,000	0	0	718,000,000
Dec-22	25,000,000	3,000,000	2,000,000	0	0	748,000,000
Jan-23	0	3,000,000	2,000,000	7,500,000	0	760,500,000
Feb-23	25,000,000	3,000,000	2,000,000	0	0	790,500,000
Mar-23	0	3,000,000	2,000,000	0	0	795,500,000
Apr-23	25,000,000	3,000,000	2,000,000	7,500,000	0	833,000,000
May-23	0	3,000,000	2,000,000	0	0	838,000,000
Jun-23	25,000,000	3,000,000	2,000,000	0	0	868,000,000
Jul-23	0	3,000,000	2,000,000	7,500,000	0	880,500,000
Aug-23	25,000,000	3,000,000	2,000,000	0	0	910,500,000
Sep-23	0	3,000,000	2,000,000	0	0	915,500,000
Oct-23	25,000,000	3,000,000	2,000,000	7,500,000	0	953,000,000
Nov-23	0	3,000,000	2,000,000	0	0	958,000,000
Dec-23	25,000,000	3,000,000	2,000,000	0	0	988,000,000
Jan-24	0	3,000,000	2,000,000	7,500,000	0	1,000,500,000
Feb-24	25,000,000	3,000,000	2,000,000	0	0	1,030,500,000
Mar-24	0	3,000,000	2,000,000	0	0	1,035,500,000
Apr-24	0	3,000,000	2,000,000	7,500,000	0	1,048,000,000
May-24	0	3,000,000	2,000,000	0	0	1,053,000,000
Jun-24	0	3,000,000	2,000,000	0	0	1,058,000,000
Jul-24	0	3,000,000	2,000,000	7,500,000	0	1,070,500,000
Aug-24	0	3,000,000	2,000,000	0	0	1,075,500,000
Sep-24	0	3,000,000	2,000,000	0	0	1,080,500,000
Oct-24	0	3,000,000	2,000,000	7,500,000	0	1,093,000,000
Nov-24	0	3,000,000	2,000,000	0	0	1,098,000,000
Dec-24	0	3,000,000	2,000,000	0	0	1,103,000,000

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- (a) In any decision to purchase any Tokens, you shall not rely on any statement set out in the Whitepaper or the Website.
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- (c) You acknowledge, understand and agree that the Tokens may have no value, there is no guarantee or representation of value or liquidity for Tokens, and Tokens is not an investment product including for any speculative investment.
- (d) We shall not be responsible for or liable for the value of the Tokens, the transferability and/or liquidity of Tokens and/or the availability of any market for Tokens through third parties or otherwise.
- (e) You acknowledge, understand and agree that you may not be eligible to purchase any Tokens if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the sale of Tokens would be construed as the sale of a security (howsoever named), financial service or investment product and/or (ii) where participation in token sales is prohibited by applicable law, decree, regulation, treaty, or administrative act; and to this effect you agree to provide all such identity verification documents when requested in order for the relevant checks to be carried out.

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