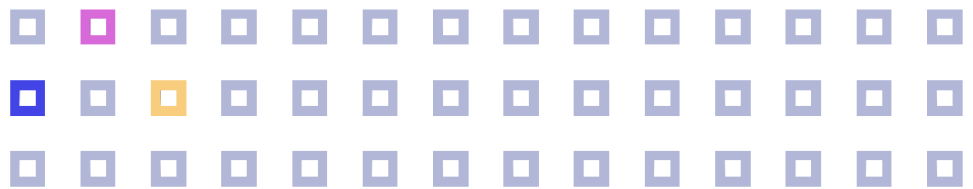




The Social NFT Platform for all creators





# Overview



Over the past year, there has been huge growth in the fusion of real world assets and blockchain technology. We've seen multiple examples within digital art, music, gaming, collectibles and decentralized financial assets being tokenized into non-fungible digital assets. However, in Asia, we've only seen pockets of interest form while in the Western an NFT platform or NFT community-governed ecosystem has been growing tremendously. DeFine aims to use this opportunity to provide an all-encompassing Asia-focused NFT Social Platform for creators. DeFine will build upon its existing NFT marketplace to support the broader NFT market and creator ecosystem.

**The core of DeFine is SOCIAL.** DeFine is the NFT social platform for all creators including artists, musicians, influencers, and gamers. The platform facilitates all social interaction, engagement and communication for creators and their fanbase through marketplace features that utilize digital assets like NFTs, social/fan tokens, and real assets on the blockchain. Owners of social/fan tokens will have many benefits including special access to the creators' NFTs, merchandise, content, etc. while being part of a private community. It is also the social platform for all participants in the digital world where they can identify and interact with each other through their NFT social profiles which are based on their contribution and achievements in the digital world. Ultimately, the DeFine will serve as a social platform for creators and users to define how to engage with each other and build communities in the digital world.

## DeFine Social Profile System

DeFine platform aims to build a NFT-based social network by launching a unique Social Profile System for Web 3.0.

**Web 3.0 social profile system:** An NFT-based social profile will be constructed for users based on their contribution and achievements in the digital world.

- **Digital Label**

When users connect their wallet address to DeFine platform, their NFT based social profile will facilitate access to social activity, private messaging groups, content or friends suggestions that will be linked to their digital activity.

- **NFT-based honor badges**

Limited NFT-based honor badges will be rewarded to those with good historical behavior or interaction on the blockchain, i.e. whales, LPs, yield farmers, etc. Users who had malicious behaviors will be given dishonor labels, i.e. hackers.

- **Cross Platform Interoperability**

In the future one social identification NFT can be interoperable between different blockchains and Metaverse platforms -- not restricted to DeFine platform

While most NFT platforms simply function as NFT marketplaces, DeFine will expand upon its existing NFT platform by implementing several social features deriving from its NFT-based social profile system.



# Social at the Core of DeFine

## Wow:

Users can share their “Wow” moments in the form of text, picture and video. These “Wow” moments can be instantly minted to NFTs and shared to other social media platforms.

## Metaverse Profile:

The NFT-based social profile will be utilized in different metaverses where the users’ activity is reflected among their profile. Users can gain honor by having achievements in different metaverses. In addition, the NFT-based social profile will pave ways for future NFT-based DeFi features.

## Marketplace Features

Unlike other NFT platforms that focus on being primarily a marketplace that trade digital assets, DeFine expands upon the NFT marketplace model by including features that facilitate social engagement, NFT auctions and drops. The platform provides multiple innovative modules that make its marketplace more engaging and valuable to users.

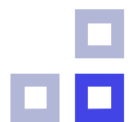
**NFT Pad:** The NFT pad feature enables creators to sell NFTs and for users to purchase the latest NFTs from creators. This feature is similar to most NFT marketplaces that allow artists to sell their digital work in the form of NFTs. The NFT pad is a great opportunity for the creators to gain exposure and promote their work and for collectors to become the first owners of rare digital items. The NFT pad types will include English Auction, Dutch Auction, and Fixed Swap Auction. The NFT pad allows creators to purchase and sell their NFTs seamlessly no matter what blockchain the NFTs are from.

**NFT Exhibition Hall:** The Exhibition Hall is a decentralized storage interface where creators and collectors can exhibit their NFTs without an immediate sale purpose. This functions in a similar way to art galleries and museums that add value to the overall art experience. This is a way for creators to grow their following and increase their exposure outside of their existing communities. This interface is separate from the individual customized creator pages that creators have on the platform.

**NFT Discover Page:** The NFT Discover Page is a detailed NFT display interface to show specific NFT description, attributes, on-chain information, transaction records, etc. It will support social features for NFT lovers to like, save, share, comment and even make offers for each NFT.

## NFT PLUS

**NFT PLUS:** NFT PLUS expands the application of NFT outside of artwork by attaching assets to the blockchain and metaverse. It solves the subjective problem of assets behind an NFT by linking the NFT to the assets. This ultimately provides measurable value and liquidity for the NFT since it can be redeemed for actual assets whether they be physical, financial or experiential unlocking additional use cases in not only artwork but also in entertainment, gaming, media and finance.



Some examples of the application of NFT PLUS can be seen below:

- Physical redemptions, such as priority subscription rights for scarce resources, such as albums of famous artists, subscription warrants for limited edition luxury goods, etc.
- Experiential redemptions, similar to high-end credit card rights services, such as tickets for popular concerts/sports events, access to VIP and private events, reservations for popular spots, restaurants etc.
- Financial redemptions, such as pre-emptive rights for high-quality products, or pre-determined price locks for aforementioned products.

## DeFine Categories

DeFine will provide an easy system for users to find content suitable for each individual. DeFine has established specific categories to ensure features on top of the general features as an NFT social platform. The categories are broken down into Art, Music and Gaming at the time of our release.

### DeFine Art:

DeFine Art focuses on empowering all artists whether they come from a digital, traditional or even social media background. NFTs that can be created and launched on DeFine Art include digital works, videos and even experiential art. Social token use cases include access to special NFT drops, access merchandise or physical artwork, ability to influence or participate in the creation of art, etc.

### DeFine Music

DeFine Music focuses on empowering all musicians in the same fashion as DeFine Art. NFTs that can be created and launched in DeFine Music include tokenized songs, albums and musical experiences. Social token use cases include access to special NFT drops, access to exclusive songs, access to music performances, ability to influence or participate in the creation of music etc.

### DeFine Gaming

DeFine Gaming focuses on both empowering gamers and teams specifically in esports to increase engagement with their fans. NFTs that can be launched on DeFine Gaming include in-game items, characters, skins and digital collectibles. Teams can launch their own gaming fan token on the platform to help bring additional sources of revenue. Fans on the other hand can access exclusive merchandise or team related content, own a share of influence of the team, influence team decisions, participate in exclusive events etc.

### DeFine Studio

A major focus of DeDefine is to innovate on the existing utilities of NFTS. This includes hands-on collaboration with talent and companies with global IP where DeDefine can help expand NFT usage beyond the status quo. This includes developing NFT games (collectibles, metaverse, mobile games) be it with major global IP in the gaming and entertainment space or crypto native IP.



# Full Integration with Major Blockchains

While the initial protocol will operate on Ethereum Network, DeFine will be built to support multiple blockchains by integrating with Binance Smart Chain (BSC), FLOW, and Layer 2 chains like Polygon. Our goal is to create an NFT ecosystem that ensures the frictionless flow of cross-chain assets with low cost and composability for developers to create cross-chain applications.

**Binance Smart Chain (BSC):** DeFine has integrated with Binance Smart Chain (BSC) ensuring users access to a rapidly growing ecosystem while making use of the smart chain's flexibility. DeFine will offer creators a standardized method to publish and tokenize their work, launch their social tokens and engage with their communities without facing the high gas fees associated with other traditional marketplace & creator platforms.

**TRON:** DeFine has given support to TRC721, leveraging TRON's low cost and high performance to significantly boost interactions and lower the cost of NFT transactions. In the meanwhile, DeFine will bring its unique social profile system to TRON's ecosystem by creating exclusive identity badges for users. DeFine will also seek to introduce DeFine NFT PLUS, another revolutionary product of the platform, to the TRON ecosystem.

**Polygon:** DeFine has integrated with Polygon to bring its social profile system to the ecosystem and lower entry barriers to non-crypto users. With Polygon, users across the globe will be able to enjoy the platform without worrying about transaction fees, and this opens a whole new target group for creators for it is possible to onboard users for free using meta transactions.

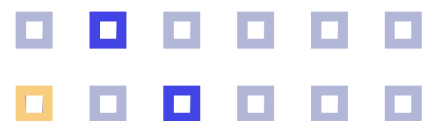
**FLOW:** FLOW is an open digital assets platform developed by Dapper Labs, creators of projects such as CryptoKitties and NBA Top Shot. With massive improvements on composability, transaction speed and cost compared to the Ethereum network, FLOW provides both the user and developer friendly layer on blockchain to create innovative NFTs. DeFine will integrate with the FLOW blockchain in order to tap into a flourishing NFT ecosystem and community.

## \$DFA – The Governance Token

DFA is the native token for DeFine, the social NFT platform for all creators.

**Governance:** DFA token holders staking DFA on DeFine can submit proposals and vote on important decisions affecting the platform including new features, usage of transaction fees, token reward allocations, auction mechanics, etc. For example, a user can submit a proposal to adjust the minimum DFA staking amount required to list an NFT on the platform. Platform governance directly affects how creators and users interact across the platform. Additionally, community governance will facilitate ecosystem development decisions of which will be funded by the DeFine NFT DAO.

**DeFine DAO:** DFA will be utilized to enable our community to participate in the DAO's operation, decision making process and future development. Additionally, a portion of DFA token supply will be



decision making process and future development. Additionally, a portion of DFA token supply will be allocated towards DeFine DAO to fund DeFine's NFT ecosystem, take on its own development and showcase NFTs on its platform. DFA token holders will directly influence the future of our ecosystem with their involvement in the DAO.

# Roadmap

