

# **Stan World**

Redefining Social Media:  
Live in realities you build with like-minded friends.



## **Whitepaper 1.3**

## **DISCLAIMER**

Purchase, ownership, receipt, or possession of Stan Coins carries no rights, expressed or implied, other than the right to use such tokens as a means to participate, interact or transact on the decentralized Stan World blockchain platform as further described in this whitepaper, if successfully completed and deployed. In particular, all participants must understand and accept that Stan Coins do not represent or confer any ownership right or stake, share, security, or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in or relating to Stan World and its corporate affiliates. The Stan Coins are not intended to be utilized outside the decentralized Stan World platform nor as a digital currency, security, commodity, or any kind of financial instrument, and Stan World shall not be liable to any participant for any decrease in value of Stan Coins or any other damages that any participant may incur as a result of using or purchasing Stan Coins for anything besides their intended use on the Stan World platform.

## <What does “STAN” mean?>

### Stan

#### NOUN

An extremely devoted and enthusiastic fan of someone or something.

#### VERB (stans, stanned, stanning)

To be an extremely devoted and enthusiastic fan of someone or something.

*"Y'all know I'm a diehard **stan** of Justin Beiber but recently, I've been **stanning** BTS hard.*

## <Our Vision>

Stan World is a virtual world platform of the Stans, by the Stans, and for the Stans. We found that the strongest, and most genuine friendship bonds are formed between people who share the same interest and passion.

As Stans of multiple cultures ourselves, we understand that “Stanning” anything publicly – be it a show, movie, book, story, character, sport, band, artist, video game, brand, product, hobby, etc. – can be an act of vulnerability, especially in a world where people are under constant pressure of “being cool”, chasing vanity metrics (e.g., ‘likes’ and ‘followers’) to get accepted among “friends” and the general public.

Thus, we’ve created Stan World – an oasis of acceptance and support – where the reward of new, lasting connections is celebrated and the outside perspectives that try to delegitimize these spaces are ignored.

As the legendary philosopher Aristotle said,  
*“Life is too short for shallow friendships.”*

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## <Welcome to Stan World>

### CREATE WHAT YOU LOVE AND GET REWARDED FOR PROVIDING VALUE

CREATORS have the luxury to either collaborate or personalize virtual items, games, and experiences within minutes. With our powerful in-app creation tool, creators can design and get rewarded by other USERS through a secure and automated way. This provides incentives for users to truly express their creativity and imaginations while other users have the opportunity to purchase virtual goods and items.

### GAMES AND EXPERIENCES CREATED BY THE GLOBAL COMMUNITY

USERS choose what they want to do in Stan World, whether it's immersing into an epic role-playing adventure, competing against other users, or just kicking it with friends online, you choose it and we can allow it. Users can engage with other fans to sing, dance and socialize in the VR K-pop Karaoke room, visit "Elon Land" with fellow Elon Musk enthusiasts, or compete in a Game of Dragons battle tournament in front of thousands of audiences watching in real-time. The freedom is absolutely yours.

### BE ANYTHING OR ANYONE ONE CAN IMAGINE

BE unique, creative and show your colors of what you want to be. With limitless wardrobe combinations, you can customize your avatar to be a virtual character of your dreams or a dragon you thought you could tame. With an ever-expanding catalog, Creators have no limit on the aesthetics of their customized avatar.

### LIVE WITH FELLOW FANS

UNLIKE the real world, Stan World has no limitations on your location, ethnicity, wealth and fame. Be you and choose the friends you want to hang out with. Whether you share the same Stan for a celebrity, movie, influencer or hobby, Standom is truly your reality.

### TOGETHER ANYTIME, ANYWHERE

ANYWHERE AT ANY TIME. Whether you're on the computer, smartphone, tablet, console, or VR headset, you can access Stan World at your absolute convenience. Enter, and play on.

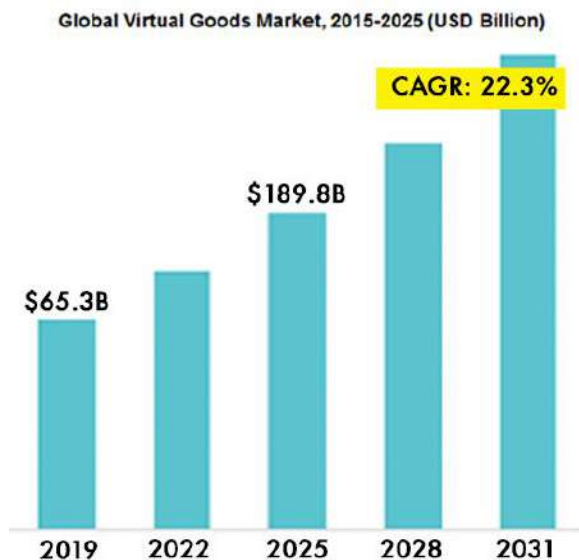
## STAN WORLD IS AN OPEN WORLD SOCIAL MEDIA

‘Open World’ is a word to describe games that allow the user to take full control. The goal isn’t to complete missions, but rather to explore and create minimal character limitations, fully allowing gamers to roam and change the virtual world at will. This puts the destiny and game simulation into the users’ hands, giving them the absolute freedom to create their own storyline. Early successors at such concept were GTA 3 released in 2001, and Minecraft released in 2009. These games continue to battle competitively with giant games such as PUBG, League of Legends, and Fortnite, in terms of popularity and attract millions of users per year. Up to this year, the industry of ‘Open World’ gaming has shown great success with Minecraft getting acquired by Microsoft at 2.5-billion-dollars while Roblox reached 2.5-billion-dollars in valuation, trumping the critics who believe games should have a strict storyline. With our AI creation tool and the use of virtual reality, we’re integrating the open world gamification aspect with social media, providing the next-gen experience for users leading to high retention rate.

### <Why now?>

#### Already TOO big to be a fad

The global virtual goods industry has been growing rapidly through all platforms, offering gamers a wide variety of goods they can purchase. At first glance, it seems to be growing at a pace too good to be true. Products in the virtual world are offering infinite scalability with essentially minimal overhead cost,



revolutionizing the out-dated concept of manufacturing and distribution cost. To individuals and current brands, this is the new money-making opportunity they need to enter in order to thrive in the bold new arena of virtual merchandise.

For some, the idea of spending real money on products that don’t physically exist can be a bit of a difficult idea to grasp. But according to Vili Lehdonvirta, an Associate Professor at Oxford University:

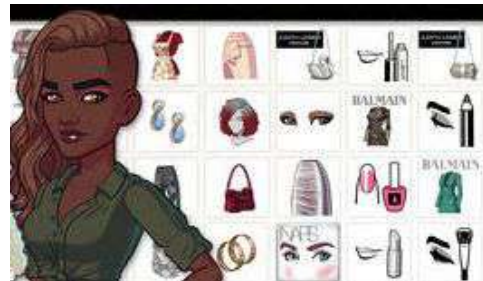
*“People pay real money for virtual items for the same reason they pay real money for any consumer commodity, namely status, identity, membership, class, and performance.”*

The virtual economy is growing faster than ever. Games and gamers are making an immense amount of profit from in-game purchases and selling virtual assets.

## When virtual goods meets fandoms

Through the use of existing fandoms, fans throughout the world are purchasing virtual goods to emulate and live the same luxurious lifestyle as their favorite celebrity. Instead of making a real-life purchase, fans are spending money virtually to dress up their characters to show support and empathize the lifestyle of their celebrity crush. More and more, we're seeing a strong trend of users logging in online and spending a great amount of money on their beloved characters.

Branded virtual products have been tremendously profitable, and Kim Kardashian's mobile game "Kim Kardashian: Hollywood" is just one of many examples of how it has thrived in profits. According to the game developer Glu Mobile, this free-to-play game launched in 2014 and has since then has raked in hundreds of million dollars exclusively selling virtual luxury goods within the app; fans have made purchases of private planes, high-end clothing, and Kim's look-alike accessories. David states that "The Kim Kardashian game made close to \$75 million in its first year alone selling virtual goods to teenagers who wanted to emulate Kim's celebrity lifestyle", adding the notion that "It got to the point that the teenagers were so engaged, that the luxury brands themselves were actually creating custom pieces for her game". Following this chain of success, real-world luxury brands such as Chanel, Karl Lagerfeld, and Balmain designer Olivier Rousteing has joined the wave to create exclusive virtual merchandise to games.



### Fortnite Made Billions in 2018 Despite Being Free-to-Play

Top 10 free-to-play digital games by worldwide revenue in 2018



\* also known as Arena of Valor  
#StatistaCharts Source: SuperData

statista

Comparing Kim's game to another market dominator, Fortnite, the hottest game of 2018 has without a doubt echoed the success of the virtual goods market. Despite being a free game, "Fortnite" brings in billions of dollars through sales of virtual items, virtual money, and seasonal Battle Passes. According to Nielsen's SuperData tracking arm, Fortnite profited a massive \$2.4 billion dollars in 2018 aggressively benefiting from the sales of their Battle Passes, in-game items, and "V-Bucks" (the end result of converting real money to Fortnite currency). This dominance in the virtual goods market has allowed Fortnite to amass billions in

revenue without charging any upfront costs to gamers – a game-changer in the era of blockbuster games costing up to \$60. According to SuperData, through their ascendancy, Fortnite has become the highest-earning free-to-play game of 2018, as well as the highest-earning game of the year. This achievement has put "Fortnite's" earnings above "Red Dead Redemption 2", "Call of Duty", and every other game that launched in 2018. With games continuing to profit from the sales of virtual goods, the market shows absolutely no signs of slowing down anytime soon.

## We have to leverage the wave and start NOW

Stan World will provide virtual experiences users can fully take advantage of. Whether it's selling virtual t-shirts, merchandise or souvenirs, Stan World users will have the opportunity to partake in a variety of economic experiences and opportunities. Through this use of the virtual market, Stan World will create a new environment for users to explore and grow with the communities they've established. Games - especially ones incorporating fandoms - have shown market validation and the monstrous potential of the virtual economy monetization models. This market is not going anywhere, in fact, it is exploding at a rate of 22.3% in CAGR. It is still a blue ocean that has just started to catch attention.

### <Opportunity>

#### Virtual Reality- the immersive experience

The Internet we know is at best a 2-dimensional experience. A user is able to direct commands by either moving the mouse or pressing buttons on the keyboard to get an end result on their screen. Even though this provides the user with full control and command, it still lacks the full immersive experience of the users conducting the movements. However, with the rise of virtual reality, a phenomenon of having the capabilities of immersing into every command is now possible. Forbes states that "fully immersive environments and surreal experiences are just some of the ways that virtual reality is going to change the world." (Forbes) Not only will VR provide a novel experience, but Virtual Reality, in general, has been an emerging market. Just within a year, Forbes projects "revenues topping \$120 billion dollars by 2020" (Forbes). This not only speaks on the futuristic reality but supports the rise of virtual reality within today's markets.

#### The power of User Generated Content (UGC) - Driven by users rather than game developers

"Give the gamers what they want" (blog vanilla forums) is what fans indicated when asked what they want more of in games. Games have always been story lined to the creation of the developers, following a preset journey of the character one chooses. But Roblox, Minecraft and games alike have shown massive success allowing users to build their own journey and providing a game that is driven by the users, rather than game developers.

A key component to UGC attributed games allow users to build stronger and tight-knit communities to allow the opportunity to express oneself which offers the emotional trigger of what many gamers seek. Most importantly, by creating, you participate and participating makes you more involved with whatever you are doing. You put a little of yourself into everything you make. In UGC, a phenomenon called IKEA is present among creators as they believe to put a higher value in their end product rather than using someone else's creation; studies show that 68% of millennials say that user-generated content is generally a good indicator of the quality of a brand or service. Users who create also invest a lot of time and social energy into the game, which increases engagement among themselves.

#### Blockchain - smart contracts

Using a blockchain in a video game implies issuing and supporting cryptocurrencies. A game token is a single currency used to express the value of all items traded within the game and smoothes out the



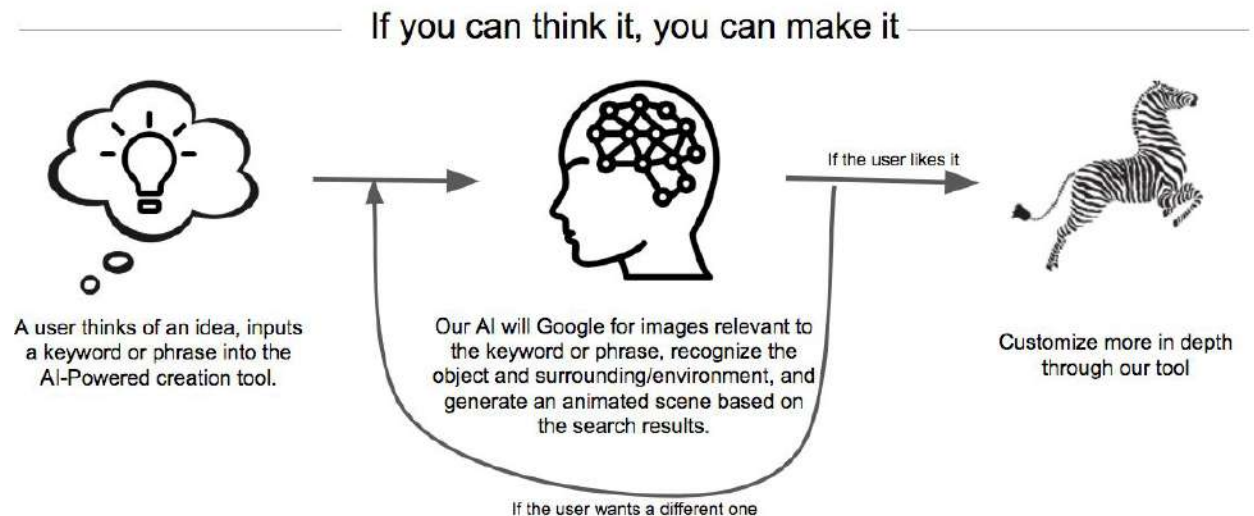
problems of transaction systems with multiple parties involved. The purchase and sale of in-game items in cryptocurrencies are secured by a smart contract, which significantly increases its transaction reliability and security. Blockchain technology powers smart contracts, which are triggered by specific events and threshold that are traceable and auditable, without effort and needing a third party. This gives the users true ownership and flexibility to conduct transactions in the ecosystem without worrying about any fraudulent behavior. With the rise of virtual goods dominating the market, Alena Burdock, the managing director of Binary District states that “there is a huge market for the sale of characters, weapons, and other augmentations” (Forbes). Shown through the success of CryptoKitties the first gamified blockchain and actor Jon Jacob’s virtual space station, it is without a doubt that users are willing to spend the big bucks on their blockchain platform as a user purchase Jon Jacob’s virtual space for \$635,000.

### <How We Will Win>

Stan World will ultimately become the central platform, becoming the first movers in the industry with the focus to capture multiple aspects of the virtual world.

#### 1) Our proprietary tech: The AI-Powered Creation Tool

“If you can think it, you can make it” is the mindset we want our users to have when using our proprietary AI-Powered creation tool. This AI-powered creation tool will allow users to create anything at the ease of their command within minutes, thus providing the pure experience to explore their creative minds. Some people call it the “Siri on steroids...”



In other virtual world platforms, only a limited number of users are able to become creators due to the tools requiring users to have highly technical and artistic skills. Even with the offered monetary incentives to create, the lack of development in creation tools discourages many users

due to the high barriers to entry. By implementing our AI-Powered creation tool, users will be incentivized to create essentially anything at their own convenience. In addition, this low to no risk function will also provide the opportunity for users to test their ideas and potentially utilize their creation as a source of income. This would be achieved by the user creating a virtual creation and getting attraction from other users within the virtual world. Currently, our proprietary tool provides the users with a 3D virtual model simply by inputting a noun or object. However, we are currently in the process of developing a tool that will ultimately allow users to create something very complex, such as a 3D virtual story with multiple transition scenes. Imagine having the ability to create a whole scene by copying & pasting a Harry Potter book or a fanfiction you have written into our creation tool; you have just created a whole game/experience within seconds!

## 2) User acquisition: Leveraging communities for B2C

Stan World will target audiences of existing communities and current fandoms to be platformed to our virtual world. This will allow users to facilitate fandom activities in the Stan World, most similar to how they would interact in the real world, but in a more immersive way in VR. Facebook was able to acclaim the success with their user growth due to their strategy of focusing on specific college communities to build an audience and to curate the platform for the community. What we've witnessed with other virtual world platforms was that despite being able to build and launch a platform, user adoption was not imminent due to the lack of communities with a similar goal/motive. By fully utilizing our applications we've built for niche communities, collaborating with influencers and celebrities, and partnering with IP's/franchises (such as Pokemon, Harry Potter, Star Wars, and etc.), Stan World will be able to funnel current communities to the virtual world attracting users to conduct fandom and community activities and achieve mainstream adoption.

## 3) Partnerships: Leveraging communities for B2B

Stan World's biggest advantage is the idea of creating a new platform for current existing communities. With the access to multiple fan bases and strong fandoms in place, Stan World aims to synergize our platform with existing niches to create the ultimate virtual world for all users - a parallel virtual world to our real world. While other VR Blockchain games are limited to specific partners and crypto businesses because they have a limited specific goal with a specific look and feel, whereas gigantic platforms like Facebook was able to become an empire for they were able to open up ways for other businesses to successfully leverage the audience they built. Stan World gives freedom to users to form a unique look & feel for each Standom thus opening the gates to

limitless partnerships with almost any existing communities and businesses targeting certain communities. With the rise of commercial businesses like Marriott and schools like Cornell's School of Hotel Administration integrating virtual reality to their curriculum, Stan World will leverage the virtual platform to create synergies in novel ways with anyone.

4) User-adoption: Multi-platform for ease of access

Stan World will allow users to access the virtual world through any designed platform. Users may communicate, interact and virtualize at any time, anywhere, creating a huge advantage of omnipresence in our platform leading to mass user adoption. This past year, the developer of Fortnite - Epic Games - alone profited 3-billion-dollars through their cross-platform application - access through mobile, PC, and console - giving the benefit to gamers to have full control of when to play. This has revolutionized the gaming industry of giving absolute convenience to the users. Stan World aims to provide the same convenience and experience to its users. By first launching simultaneously as mobile, web, and VR apps then following up with PC and console apps, users will be able to access Stan World truly at their own convenience, offering the benefit of staying full integrated with their communities on the go.

5) The team: This is our area of expertise

Stan World's success relies heavily on penetrating the mainstream audience on digital and acquiring mass adoption. Our team's core DNA is structured around consumer business on digital, with expertise and track record in successfully building platforms and products + growing them exponentially for specific communities leveraging up-to-date technology. First assembling the core Founders and the founding team to strategize the launch of our platform over the years, we've also brought on-board core members and advisors who are not only experts in numerous, diversified fields such as Blockchain, AI, entertainment, commerce, etc., but also revered members in their industry which will give us leverage in attracting more future investors and talents for our company.

With our expertise, we were able to analyze and dissect current consumer trends, the maturity of the industries, and current technological advancement. Through our extensive research, we believe this is the perfect timing to introduce Stan World. By working side-by-side, analyzing market trends and documenting success, we have formed a team that can integrate a new virtual world for the current communities. Thus, introducing you, the Stan-vengers:



**Kee Hoon (Aidan) Lee**  
**Co-Founder & CEO**

Aidan is a business leader with a focus on strategy, growth & monetization for digital businesses building next-gen IP leveraging niche audiences and fandoms.

- With the most recent effort as Head of Growth & Revenue at Toonstar – a digital IP network developing 2D-cartoon influencers – the network scaled to 100k+ fans and 3+ IP’s in just a few months, ultimately leading to a successful fundraising round from top investors in Silicon Valley & Hollywood – led by Peter Thiel’s Founders Fund – and partnerships with established names in the industry.
- Leveraging the experience of diverse audience development (5B+ audience reach, 1000+ content) and the global cultural background, built, consulted, and worked at next-gen media & entertainment startups/project strategizing business models and scaling growth through paid media & organic audience development.
- First set foot in the industry as a leader in developing audiences across multiple niches/fandoms through original influencer content and building products like apps, e-commerce, etc.
- Background in forming teams, fundraising, raising sponsorships, organizing events for 1000+ attendees, marketing, and leading organizations alliance across SoCal (UCLA, CalTech, UCI, UCSD, etc.), serving as the 28th President of the official USC Korean organization during college years.



**Peter Jung**  
**Co-Founder & COO**

Peter is a full-stack growth marketer with a forte in social media advertising with a strong background in Facebook and Google Ads and a wide breadth of knowledge in lookalike audiences, market segmentation, and acquisition funnels.

- Managed over \$30MM ad budget of mobile apps, e-commerce, and local businesses in multiple digital marketing channels resulting in 2.5B social impressions, \$50MM ad revenue 1.6x return on ad spend
- Scaled a free ad-based casino/lifestyle gaming app to +20MM app installs resulting in #1 on Play Store #2 on App Store (Overall Top Free Category)
- Built an e-commerce site and oversaw its business operation: bookkeeping, price negotiation, product selection, marketing strategies, and quality inspection
- Oversaw local company operations and revenue growth using AARRR framework with a focus on lead generation, conversion, and retention



**See Chin (Max) Woon**  
**Co-Founder & CTO**

Max is a full-stack developer with a deep experience across a wide range of fields in the industry, having co-founded, served as the founding-CTO at, and built prototypes as the first developer of multiple companies.

- \$102MM exit / Co-founder of Xfire (gaming instant messaging platform acquired by Viacom/MTV)
- Co-founder of Phizzle (mobile sports marketing platform currently powering NBA teams including Cleveland Cavaliers, New York Knicks, and media companies including HBO, Comcast, and more)
- Co-Founder of SuperWorld (AR real estate on Blockchain)
- Co-founder of Storytime Studios (SKIT! Kids, social animation UGC app for kids)
- Founding CTO of Toonstar (digital animation network for pop-culture cartoons)
- Dropped out of theoretical physics Ph.D. at Cambridge to pursue Internet startup opportunities starting in 1999



**David Moon**  
**Advisor**

- Co-Founder/CEO - EOS Auction Platform
- Co-Founder/CEO - TwoMKorea
- CEO - iTouch
- PM - HanSuk Manpower
- Manager - Monstermedia



**Joon Kim**  
**Developer**

Joon is a developer with a focus on researching interpretable representation learning and human-AI interactions, ultimately bridging the trust gap between end-users and AI systems.

- Ph.D. candidate, Machine Learning Department at Carnegie Mellon University
- Published his works on several top-tier AI/Data Mining conferences such as NeurIPS and ICDM
- B.S. Computer Science, Caltech



**Joseph Park**  
**Developer**

Joseph is a software engineer with a focus on applications of machine learning techniques, such as in a clinical setting.

- Edison Engineering Development Program, GE Healthcare
- At BindLabs Blockchain, developed an application that is able to connect requestors who want to train multiple different parameter settings of deep learning algorithms with requestees willing to lend computational resources
- M. Eng. Computer Science and Electrical Engineering, MIT (Thesis: Predicting Intensive Care Unit Patient Outcomes through Patient Similarity)
- S.B. Computer Science and Molecular Biology, MIT



**David Ko**  
**Business Analyst**

David is a business analyst who has evaluated +150 businesses of all sizes and from various industries.

- As an investment analyst at Crescent Capital Group, LP, a global alternative investment firm with over \$25 billion of assets under management
- Specialization in evaluating and monitoring private investments in a variety of industries for the purposes of leverage buyouts, M&A, recapitalization, and restructurings
- B.A. in Political Science and Criminology, University of Pennsylvania





**Jin Yu**

**Business Developer**

Jin is a business developer with a focus on advancing existing consumer markets and audience communities implementing next-gen technologies.

- Finance and Accounting Associate at Marriott International
- Consulted local businesses in Ipeti Colono, Panama
- B.A. International Management and Finance, University of Southern California



**Kelly Cheng**

**Business Developer - China**

Kelly is a business developer with a focus on the entertainment industry in China and U.S.

- Developing and maintaining the business partnership between Marvel and NetEase to create original entertainment content through games, television series and comic books as an international business development manager in NetEase Technology.
- Experiences in co-production film/TV
- Master of Entertainment Industry Management, Carnegie Mellon University
- Bachelor Degree of Laws, Renmin University of China



**Simon Lee**  
**Finance**

Simon is a controller with a wide breadth of knowledge in accounting, corporate finance, treasury, tax, compliances, investor relations, business operations, and human resources.

- Building the finance department from scratch and overseeing all aspects of the accounting/finance sector, Lucky Day grew 6,900% in revenue and expanded globally into N.A. and Europe under his financial leadership with its app scaling to #1 on Android and #2 on iOS.
- B.S. Business Administration, University of Southern California

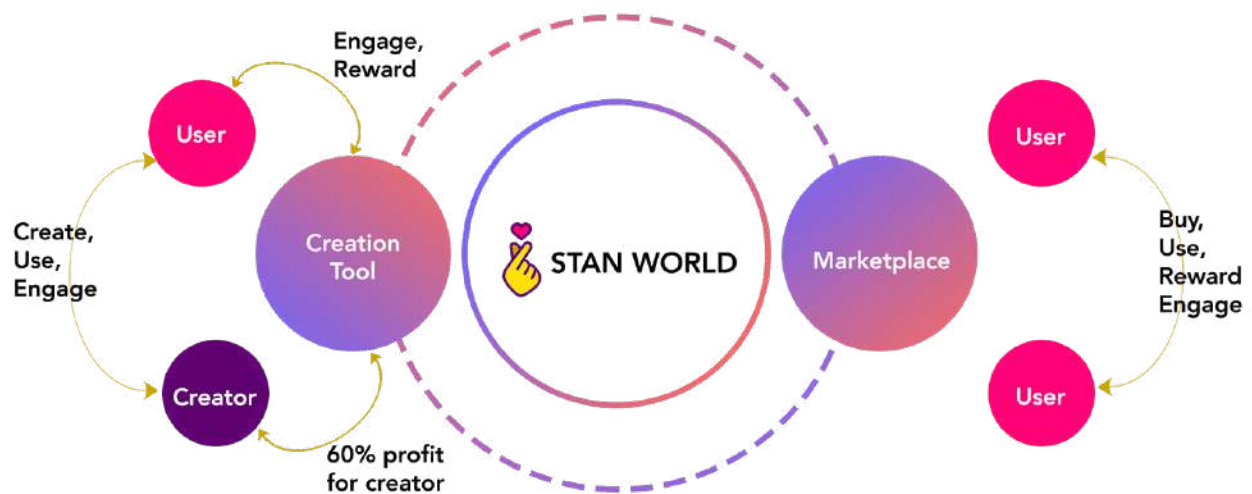
## <Stan Coin>

**Stan Coin**, the key currency to Stan World, uses **blockchain smart contracts** to ensure that creators/users are compensated automatically, safely, and instantly.

It is a **utility cryptocurrency** that you can use for:

- **Profit:** creators get the biggest percentage of the profit generated on their creations (items, experiences, games)
- **Engagement:** users also get rewarded when they contribute through engagement activities such as testing, reviewing, and promoting creations
- **Real World Exchange:** transactions happen in the virtual world but also in the real world where users can use the coins interchangeably

Through **blockchain technology**, we have designed Stan World's ecosystem to provide fair and reasonable benefits to all participants.



### Reliably rewarding creations

- Creator 60%
- Engagers 20%
- Stan World 20%

All transactions through Stan Coin

### Multi-usage omni-coin

Only Stan Coin must be used for all transactions within Stan World but Stan Coin can also be used for transactions outside Stan World.

### Special benefits for users

Rewards system for users who engage through testing, reviewing, and promoting creations generated through the AI creation tool.

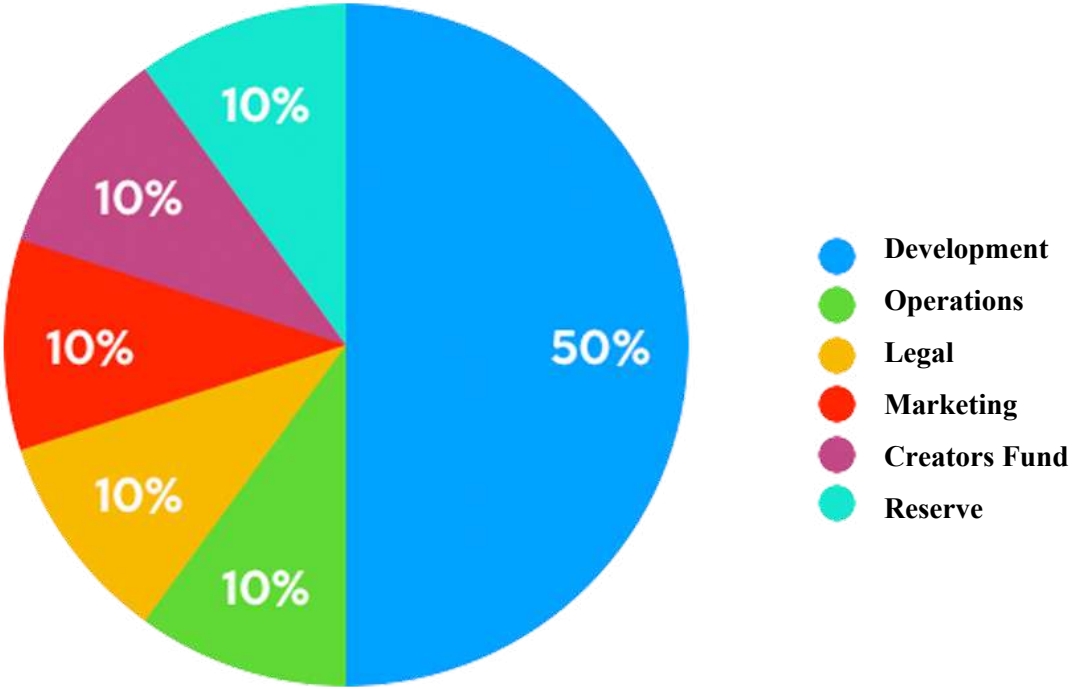
## <Stan Coin Sales>

Total sales amount: 550,000,000 STAN (55% of total supply)

Pre-Sale	Round 1	Round 2	Round 3
<b>\$0.10 USD</b> <b>15% Bonus</b>	<b>\$0.25 USD</b> <b>10% Bonus</b>	<b>\$0.50 USD</b> <b>5% Bonus</b>	<b>\$0.75 USD</b> <b>5% Bonus</b>
2019/09/19-10/03 UTC 06:00	2019/10/17-10/19 UTC 06:00	2019/10/24-10/26 UTC 06:00	2019/10/31-11/02 UTC 06:00

- Token: STAN WORLD
- Symbol: STAN
- Protocol: ERC-20 Ethereum Network
- Supply: 1,000,000,000
- Hard Cap: \$30,000,000 USD
- Soft Cap: \$5,000,000 USD
- Sale Date: 09/19/2019 UTC 06:00 – 11/02/2019 UTC 06:00
- Minimum Contribution: \$100
- Rate: 1 Stan Coin = \$0.10 USD

**Allocation of Funds**



**Allocation of Tokens**

