

PROJECT

# ROALAND

ART / TECH / PLATFORM

## — ROA CORE (ROA) Token

- ROALAND utility token name used across the platform.
- ROALAND refers to the overall project including platform & ROAZ NFT.

# CONTENTS

<b>1. Summary</b>	-----	p.3
<b>2. Background</b>	-----	p.4
2-1. Market Trend		
2-2. Issues		
<b>3. Project ROALAND</b>	-----	p.7
3-1. ROALAND : First ROAZ		
3-2. Platform : ROALAND		
3-3. Platform : ROACORE Wallet		
3-4. Contents : WEBTOON		
3-5. Contents : Virtual Human		
3-6. ROALAND ART TEAM (19XX)		
<b>4. Token</b>	-----	p.15
4-1. ROACORE(ROA) Economy		
4-2. ROACORE(ROA) info & details		
<b>5. Roadmap</b>	-----	p.19
<b>6. Our Team &amp; Partners</b>	-----	p.20
6-1. Our Team		
6-2. Partners		
<b>7. Compliance</b>	-----	p.22

# ROALAND

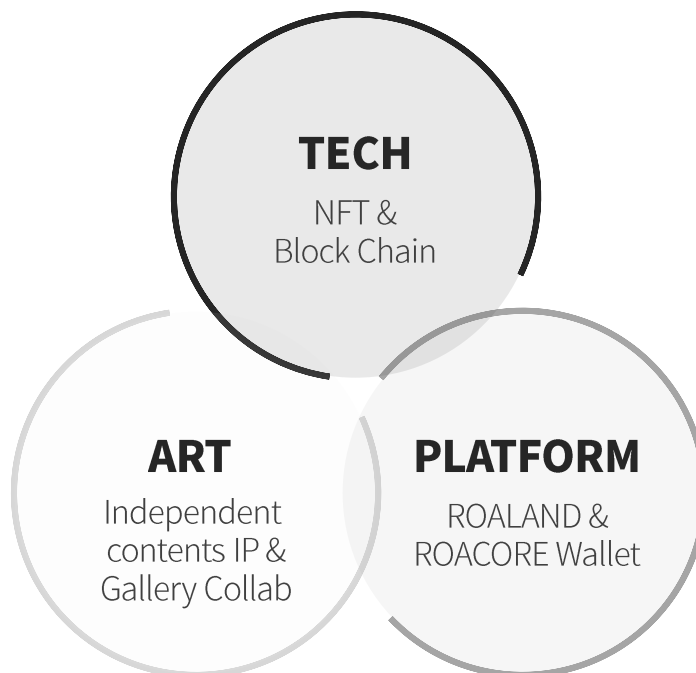
## Chapter. 1

# SUMMARY



**Project ROALAND** intends to provide the highest quality of NFT trading and NFT-based service experience for artists and consumers. The project is built upon a multi-metaverse platform to improve NFT management and distribution from the viewpoint of content creators, thereby relieving passivity in the market and ensuring transaction transparency. In doing so, we are able to position itself firmly as a next-generation metaverse platform that supports trust-based transactions.

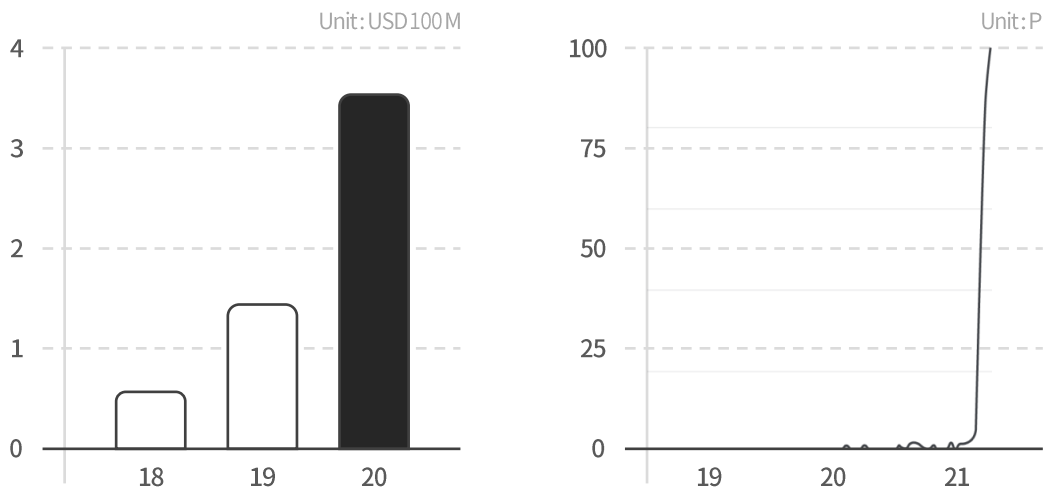
The direction of NFT that Project ROALAND is aiming for is to build a unique ecosystem for along with the vitalization of a safe and transparent market for content creators and consumers. The project aims to provide consumers with a safe and high-quality NFT consumption market by encouraging content creators to issue NFTs voluntarily and actively supporting the formation of independent content bases. We present the highest standards and goals for our Art Tech Platform, where users and consumers can benefit from acquiring and owning tokens by linking self-content production, and real asset services within the ecosystem.



# ROALAND

Chapter. 2-1

## Background. Market Trend



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

**The NFT market** is not only used for auctions of artworks or collectibles but is expanding its use to games, metaverses, and sports. According to the annual report of the NFT market analysis platform, the size of the NFT market, which was \$141.56 million in 2019, expanded approximately 2.4 times to \$338.0 million in 2020. In fact, platforms are even issuing characters as NFTs to participate in the ecosystem based on cryptocurrency. This has attracted more than 1 million application users, occurring for the first time among blockchain services rather than virtual asset exchanges.

According to Dapp Rader, a blockchain network market research firm, the global NFT market reached an all-time high of \$10.7 billion in the third quarter. This is an increase of more than 700% compared to the second quarter of last year, which recorded \$1.3 billion, and the world's largest NFT trading platform 'OpenSea' also showed a 20-fold increase in one year. Meanwhile, as NFTs have become common in Korea, cases of converting existing copyrighted works, such as art and sound sources, into NFTs are increasing. These include videos, profiles, characters, and cosplay.

# ROALAND

Chapter. 2-1

## Background. Market Trend

As the **NFT trading volume** increases and the market grows, established companies are actively entering the market. Among domestic companies, Naver and Kakao are actively participating. Naver promotes the blockchain business through its Japanese subsidiary, Line, and expands NFT-related services. In addition, users can adopt blockchain-based transactions by expanding blockchain services that can utilize NFT technology in companies such as Shinsegae, GS, NH Nonghyup, and SK. Meanwhile, consumers continue to participate in the ecosystem to grow their mutual markets. Thus, the size of the NFT market is gradually being formed. Based on the current NFT market, the NFT Market entry of companies is expected to accelerate further as new business items (e.g., the loan market, real assets linked, metaverse content distribution business, autonomous forms of cryptocurrency, and asset financing required for content production) and securities emerge.

In addition, experts predict that NFT will play a central role in digital economic activities that will take place within the metaverse, which is expanding significantly around the MZ generation. Already, the industry is growing around the MZ generation, who are interested in and participating as creators and gamers. As these creators' creations add further value to digital assets, the NFT application field, which has strengths in securing copyright and ownership, will continue to expand.

**Until 2021** last year, NFT has been mainly used in the gaming and art fields. For example, the combination of decentralized finance, artificial intelligence, and the metaverse shows the possibility of expanding into more diverse areas. As of the second half of 2022, there are no clear regulations on decentralized finance (De-Fi) yet.

Though many great opportunities have come to the NFT market, consumers are suffering from the lack of proper regulation. Therefore, ROALAND plans to provide customers with an Escrow-type service that stores and manages deposits made by customers in a separate safe space for their consumption activities. By brokering this, we plan to receive only a certain service brokerage fee.

# ROALAND

Chapter. 2-2

## Background. Issues



<https://www.enwstoday.co.kr/news/articleView.html?idxno=1559302>

### Economic inequality in art market

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

### Risks of NFT investment loss

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



<https://daily.hankooki.com/news/articleView.html?idxno=869655>



Absence of net benefit because of misuse of NFT essence



Victimization in NFT market because of inappropriate products supply



Exploitation of high-tech bluffs as a means of speculation

# ROALAND

Chapter. 3-1

## Project ROALAND. First ROAZ



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

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



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



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

Step 01

Step 02

Step 03

Step 04

Productive consumption  
through existing market  
improvements



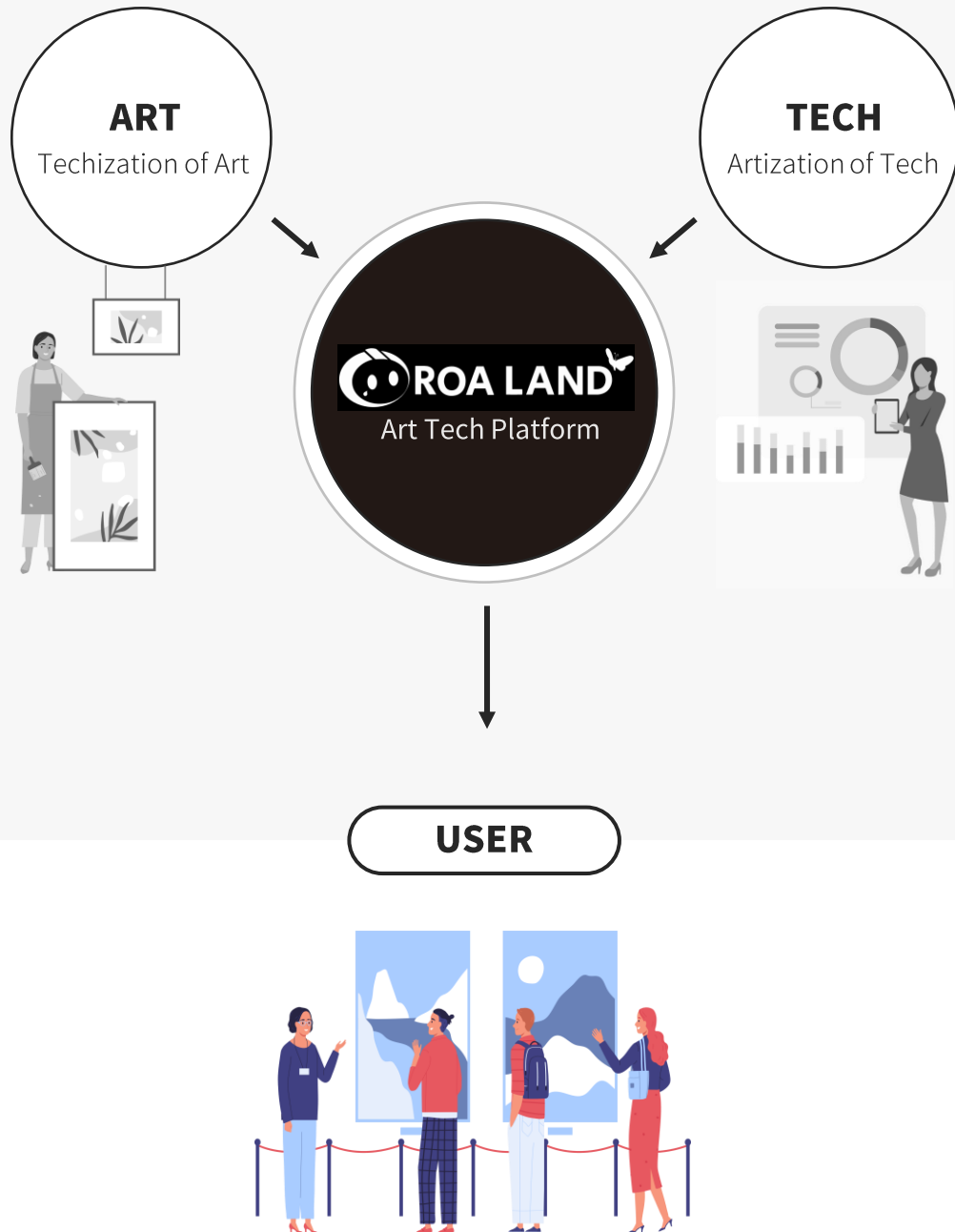
Elimination of the economic  
inequality throughout Art



# ROALAND

Chapter.3-1

## Project ROALAND





# ROALAND

Chapter. 3-2

## Platform. ROALAND

**ROALAND** is an official web platform that supports the Techization of Art and the Artization of Tech and communicates with them. Anyone can participate in their work without qualifications or restrictions; moreover, they can freely collect and exchange work.

### Interaction of Art and Tech

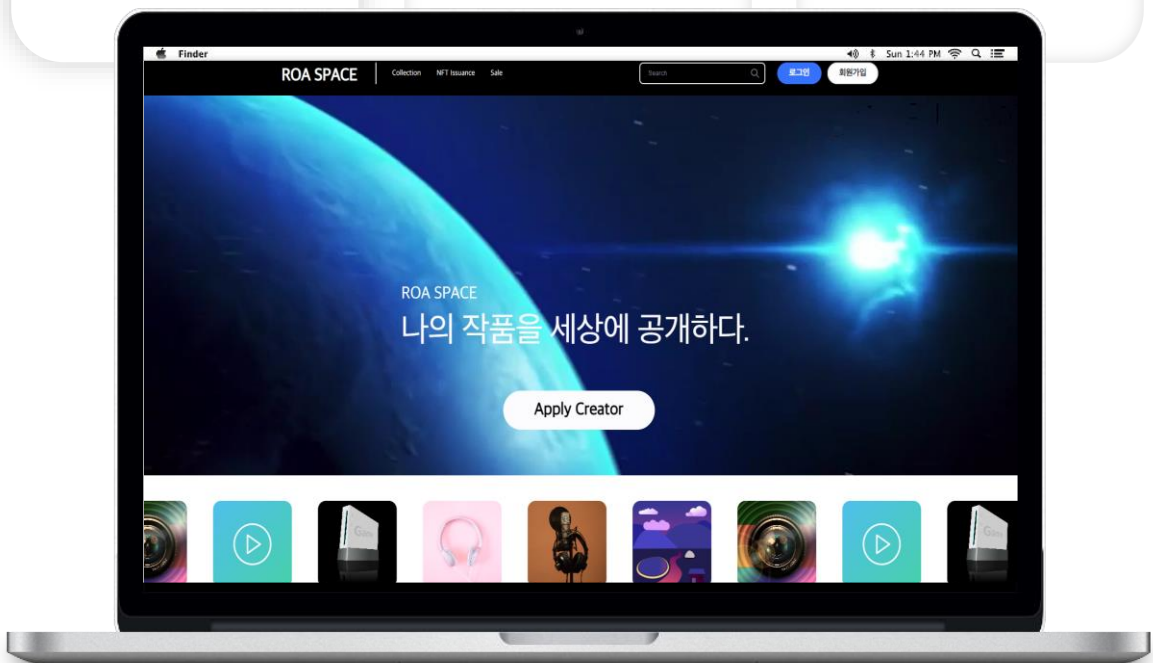
NFTization of artwork

### Mission and Rewards

Acquisition of rewards through mission pass and artwork actualization service

### NFT Random Box

Acquisition random NFTs through a bit of consumption



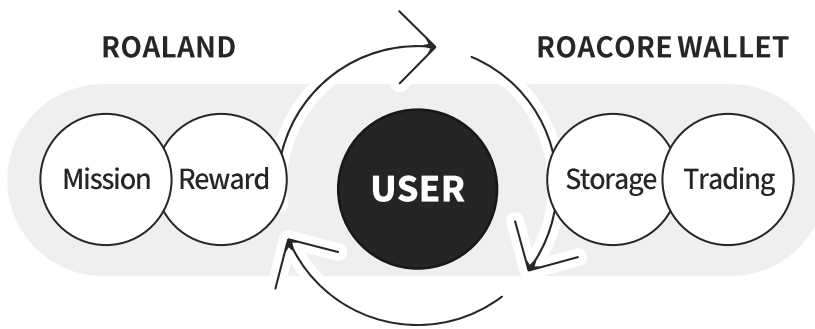
[Go to ROALAND](#)

# ROALAND

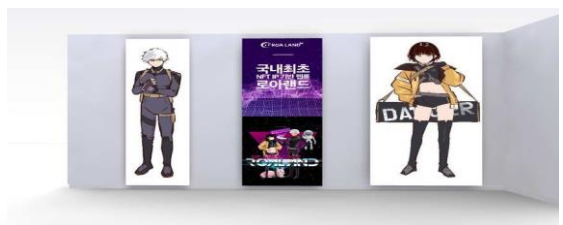
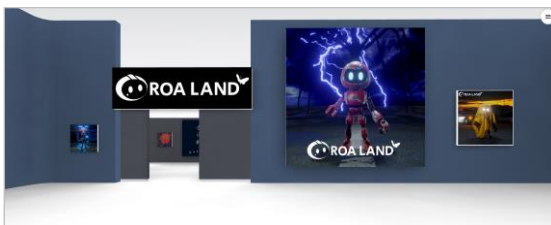
Chapter. 3-2

## Platform. ROALAND

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



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



[Go to ROALAND Virtual Gallery](#)

# ROALAND

Chapter. 3-3

## Platform. ROACORE WALLET

**ROACORE Wallet** is a multi-listing cryptocurrency wallet service. It is designed with user convenience and security as a top priority and will support NFT transmission and storage and ROALAND's NFT collection services, including cryptocurrency wallet services. It is currently available for download from Google Play Store and Apple App Store..

### NFT Storage and Sale Support

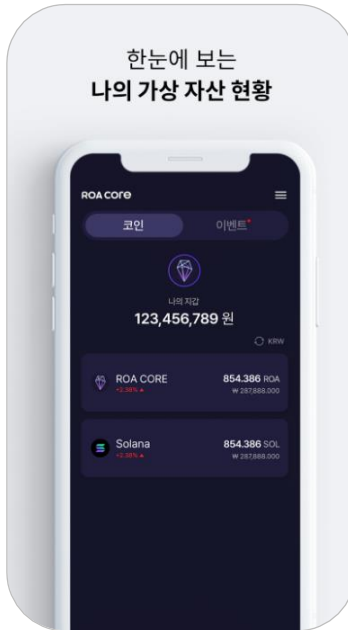
View NFT collection  
NFT transaction

### Convenient trading platform with easy UI&UX

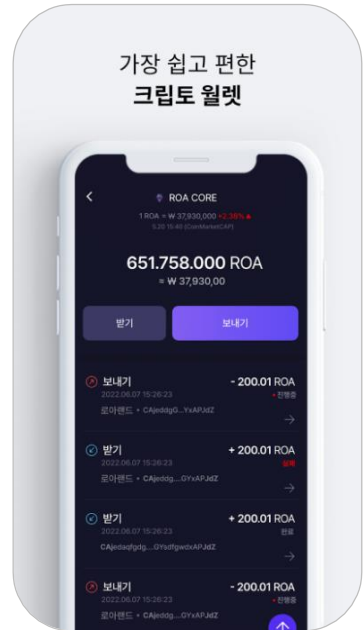
Easy sign-up with one touch  
Safe and Convenient token transfer



한눈에 보는  
나의 가상 자산 현황



가장 쉽고 편한  
크립토 월렛



Google Play Store

Apple App Store

# ROALAND

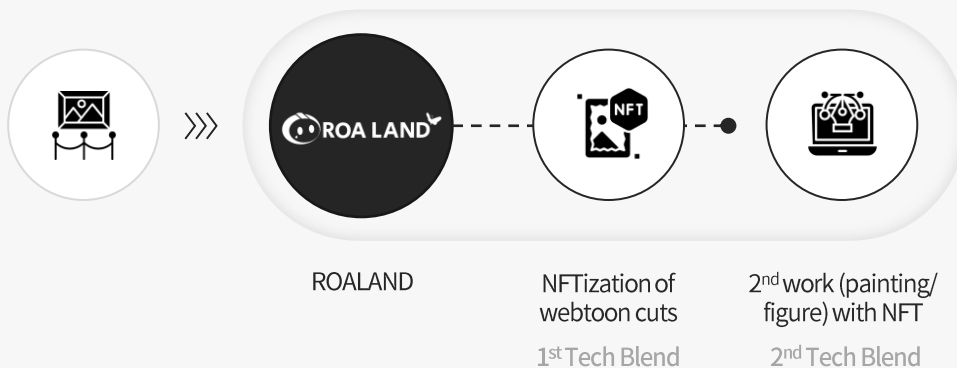
Chapter. 3-4

## Contents. WEBTOON

**The first content**, the ROAZ webtoon linked to Project ROALAND's worldview. It is the first content of the Art-Tech platform that combines technology with art which realizes the second work through own goods production by registering NFTization webtoon cuts in ROALAND.



### Techization of Art

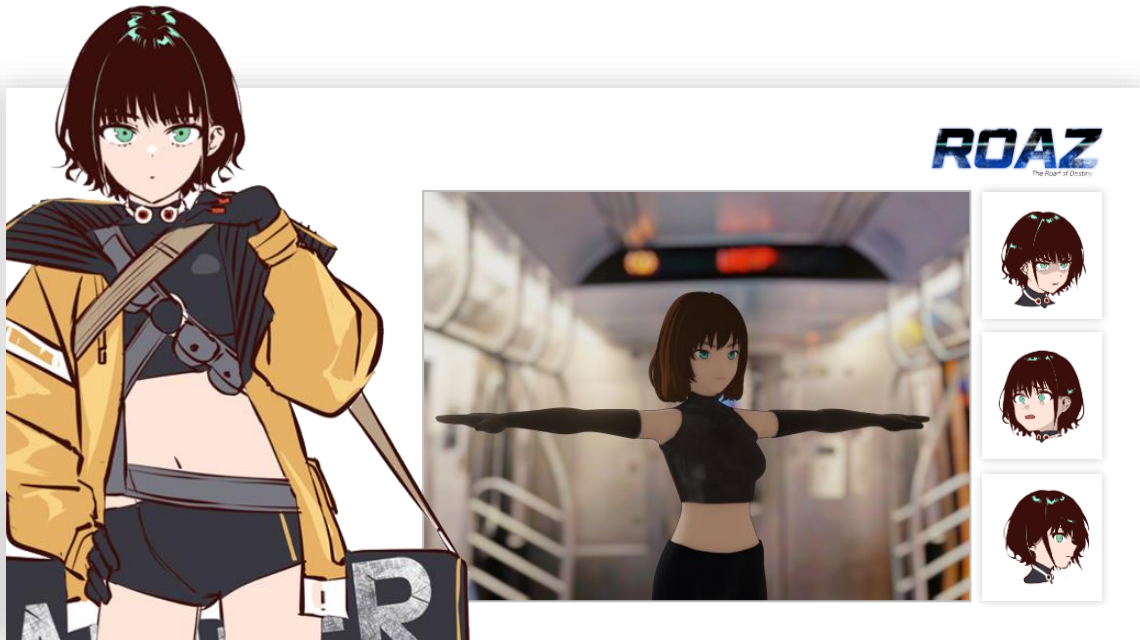


# ROALAND

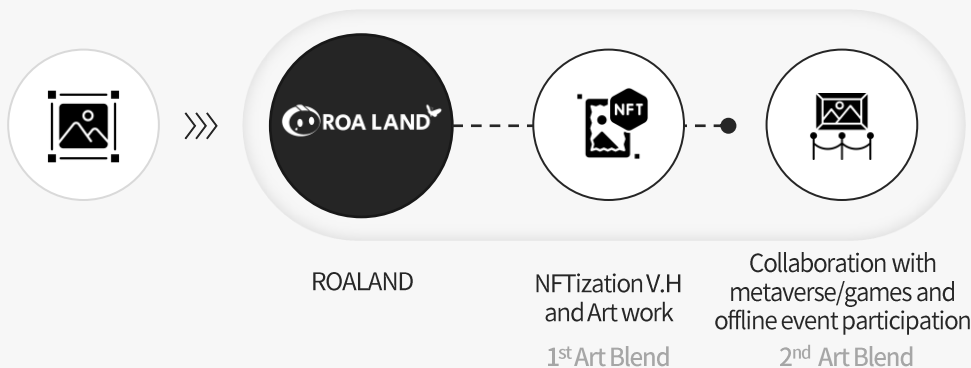
Chapter. 3-5

## Contents. Virtual Human

Using the ROAZ webtoon character Somi IP, it will serve as a promotional ambassador for the project and release collaboration with artists and NFT work activities; moreover, planning to Somi goods and limited edition PFPs that can be paid with ROACORE(ROA) tokens. If Somi's character responds positively, other characters in the ROAZ webtoon will also start producing Virtual Human.



### Artization of Technology





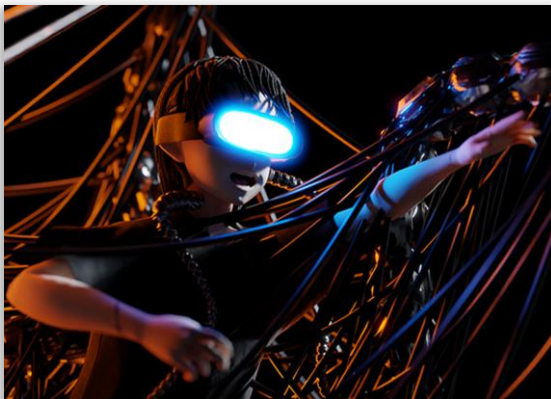
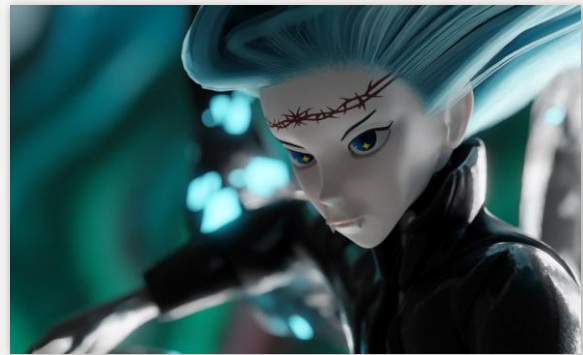
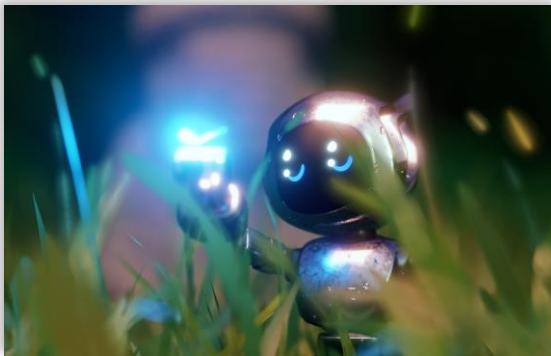
# ROALAND

Chapter. 3-6

## ROALAND ART TEAM

### — 19XX

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



# ROALAND

Chapter. 4-1

## Token. ROACORE Economy

**Users** can earn ROACORE(ROA) tokens through active actions; for example, trading activities within the ROALAND platform, participation in friend invitations, airdrop events, and mission pass. Once the user's activity is confirmed, the ROALAND team supplies a certain amount of tokens to the user. Users can consume the acquired tokens on ROALAND platforms, random boxes to obtain NFTs or real assets (2H Hotel, SVM) services, and also can exchange ROACORE(ROA) tokens for external virtual assets or legal currency on regular exchanges..

### TECH

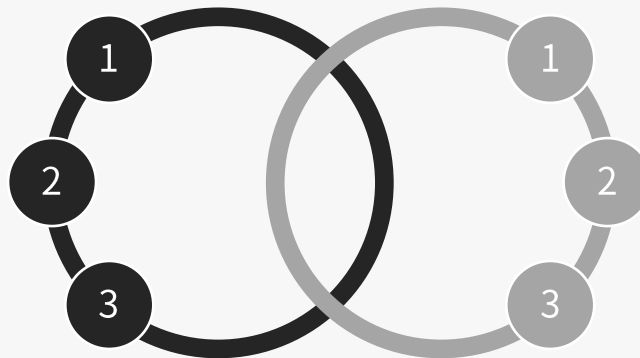
NFT  
Block Chain

### PLATFORM

ROALAND  
ROACORE Wallet

### ART

Independent Content IP  
Gallery Collaboration



### Acquisition

Transaction activities in platform and mission pass

### Supply

Available tokens within the ROALAND platform

### Consumption

NFT random box and real asset service in ROALAND platform

**ROACORE(ROA) Token rotation process : Token acquisition → Supply → Consumption**

Establishing reliable suppliers and consumers to realize a virtuous cycle of ROACORE(ROA) tokens.

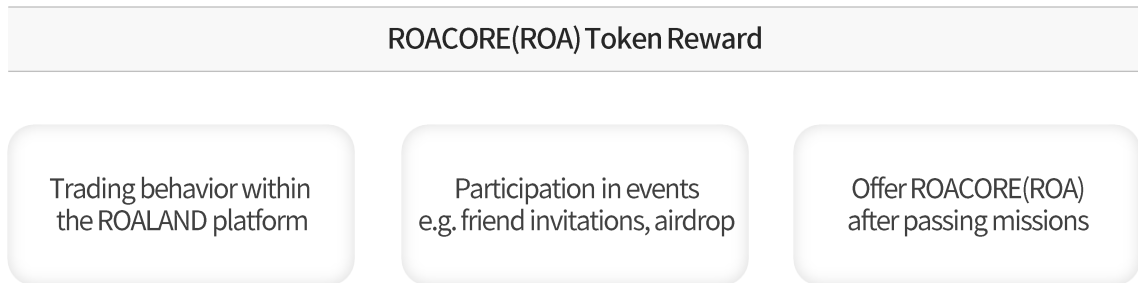
# ROALAND

Chapter. 4-1

## Token. ROACORE Economy

### Supply : Mission PASS

If a user shows active actions within the ROALAND ecosystem, the user can take a large amount of ROACORE(ROA) tokens as a reward. For instance, when trading NFTs in the platform, participating in friend invitations and airdrop events, and passing missions successfully, users win ROACORE(ROA) tokens. If wanting to purchase ROACORE(ROA) tokens, you also can get them in legal currency or virtual assets on the general exchange.



Sign up > Receive Mission > Mission Pass > Get Reward > Consume Tokens





# ROALAND

Chapter. 4-1

## Token. ROACORE Economy

### — Consumption : NFT RANDOM BOX

**Users** can use ROA tokens for trading on the ROALAND platform and consume real asset services such as 2H Hotel and SVM (Smart Vending Machine) as well. You can also experience a pleasant cycle of consumption and acquisition within the ROACORE(ROA) token economy while acquiring NFTs by consuming a small number of tokens in a random box. We will release the probability of Random Box tables to create a transparent environment and provide a fair service that allows everyone to gain NFTs at the same price.



General Random Box

Randomly get NFTs ranging from lower to higher ranks



Premium Random Box

Guarantee rare higher-grade NFT offers



# ROALAND

Chapter. 4-2

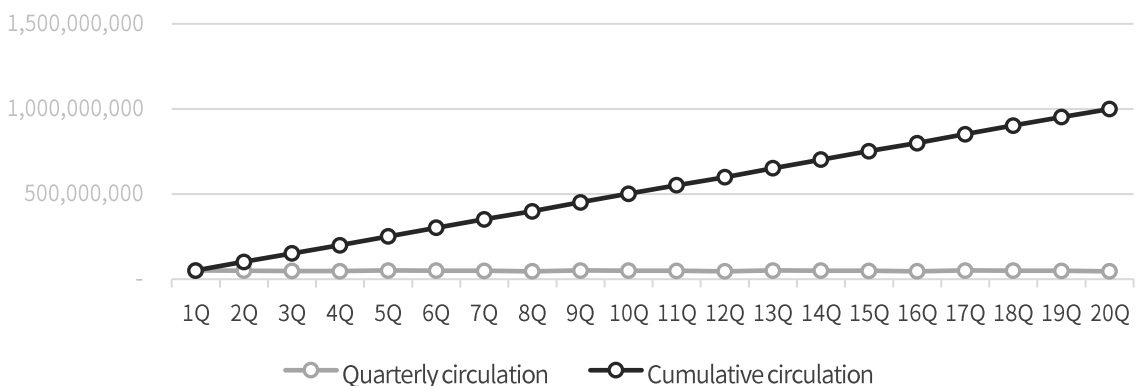
## Token. ROACORE Details

### Token & Project Information

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

Distribution Area	Ratio	Circulation
Founder	10%	100,000,000
Partner	10%	100,000,000
Advisor	5%	50,000,000
Marketing	5%	50,000,000
Investor	5%	50,000,000
Event	5%	50,000,000
Eco-system	60%	600,000,000
<b>Total</b>	<b>100%</b>	<b>1,000,000,000</b>

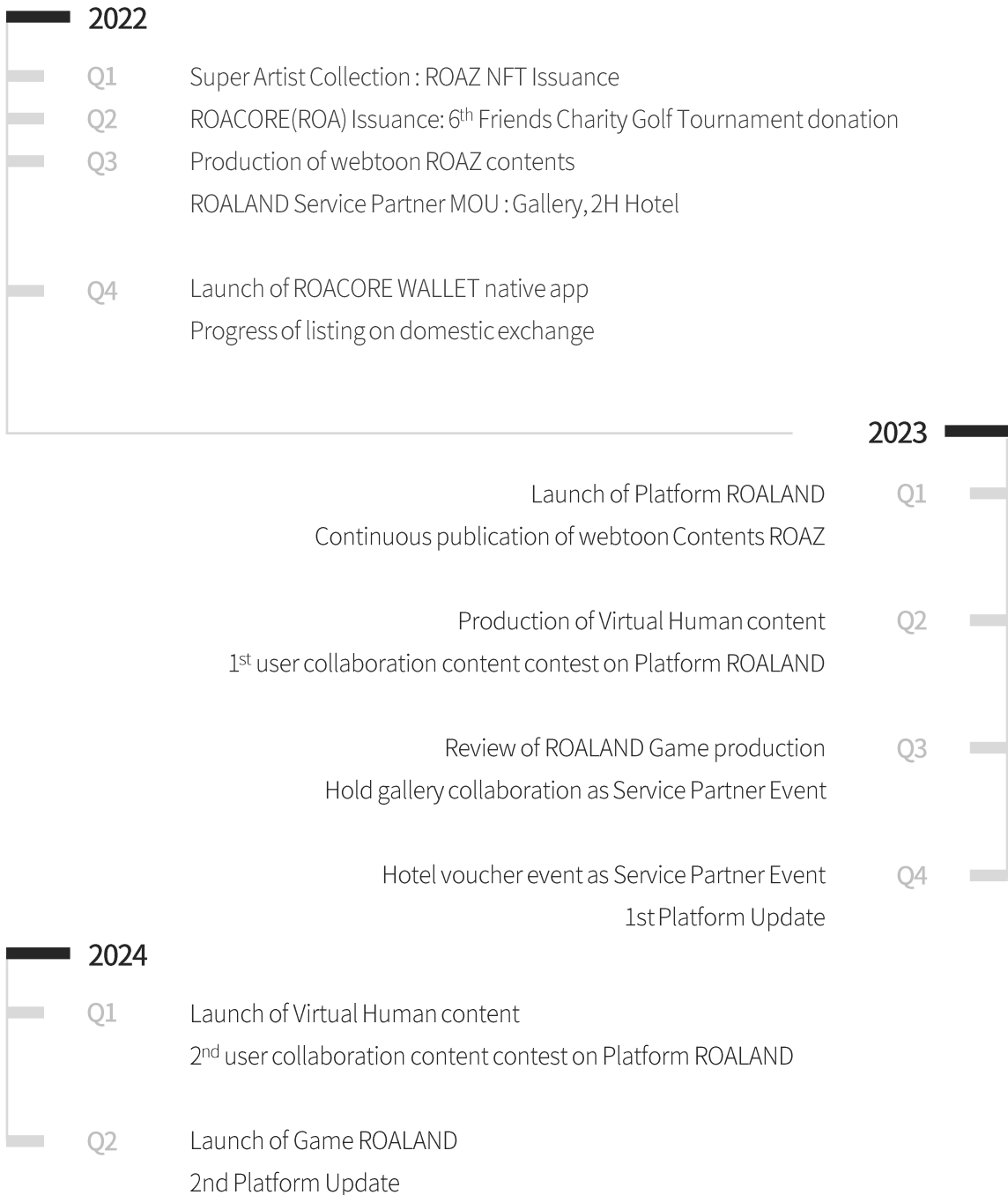
Total Distribution Growth Trend of ROACORE(ROA)



# ROALAND

## Chapter.5

# ROADMAP



# ROALAND

Chapter. 6-1

## Our Team. Board Member

### CEO. Gye-cheon Lee

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

### CTO. Jae-yong Ahn

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

### CMO. Rolf Hoefer

- **Education:** Bachelor of Business and Art at the University of Southern California, Ph.D. in Business Administration, INSEAD
- **Bio:** Blockchain, Token, Community expert, entrepreneur, co-founder of NFT professional creator training agency(NUMOMO), venture capitalist

### CLO. Jeong-eun Lee

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

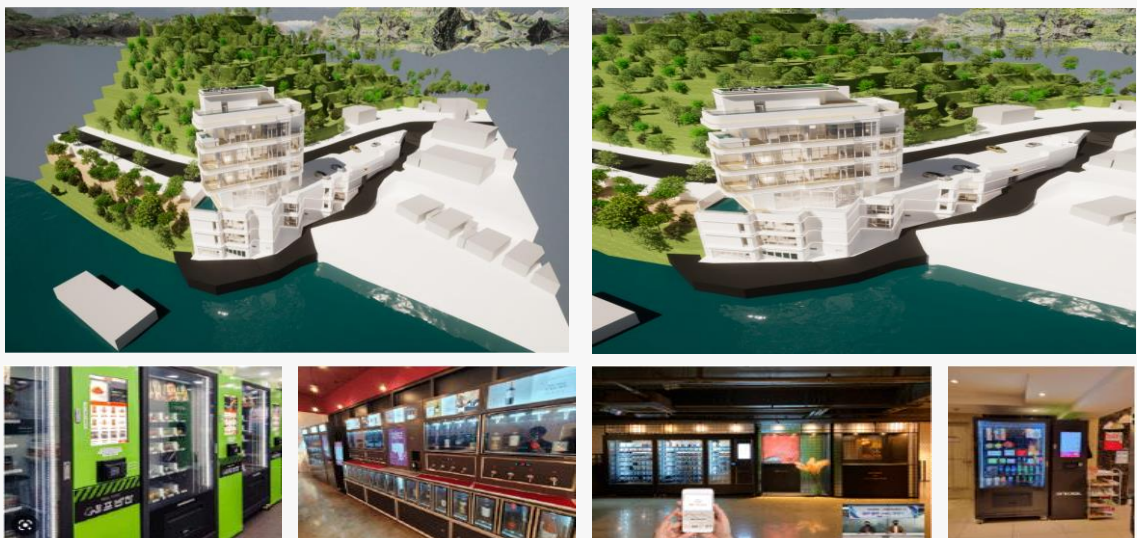
# ROALAND

Chapter.6-2

## Partners. 2H Hotel / SVM



**We are developing** a system that can be paid with ROACORE(ROA) tokens since MOUs with 2H Hotel in July 2022. We will provide an app where users can purchase SVM products; it is also available for paying with ROACORE(ROA) tokens to F&B facilities and accommodations in the 2H Hotel planning to hold various events regularly.



**Smart Vending Machine**

- Plan to release an independent app for ROACORE(ROA) tokens payment
- Sales for ROALAND limited goods other than industrial products

**2H Hotel**

- Hold NFT artwork exhibitions and pool parties events
- Available for paying with ROACORE(ROA) tokens accommodation and all facilities

# ROALAND

## Chapter. 7

# Compliance

### ■ Exclusion clause

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

This document does not suggest participation in Project ROALAND or the purchase of tokens and must be decided independently for the contract or purchase. Nothing in the document enacts advice on law, finance, or commerce. ROACORE(ROA) is not a security and is not for financial promotion; therefore, you recognize that there are many risks, such as the risk of the cryptocurrency market. In addition, all information contained herein and any current or subsequent notifications of Project ROALAND do not guarantee any profit or benefit, regardless of the time of occurrence. ROACORE(ROA) makes no express or implied representation or guarantee of usability or price, and there is no statement or provision in the document that users can obtain any particular benefit through ROACORE(ROA).

Project ROALAND participants understand and agree that the project may result in changes in actual business plans. Our company suggests not acquiring ROACORE(ROA) for speculative purposes as we are not liable for any loss or damage that occurs directly and indirectly to an individual or organization (agent, user, employee, insurer, lawyer, etc.). You acknowledge and agree that ROACORE(ROA) is not liable directly and indirectly for all tax obligations arising from the acquisition of ROACORE(ROA). You can also be required to disclose information about your accounts at the request of government agencies.

### ■ Response plan for using Solana

The FTX exchange has served as an intermediary and central axis for the liquidity of SOL-based stablecoins. However, the bankruptcy of the FTX exchange and the hacking issues of the exchange and its users led to a considerable threat to the SOL ecosystem. Nevertheless, SOL is a highly efficient TPS, and the technological value is unmistakable for companies that need large-scale transactions and dapps. When the ROALAND team recognizes SOL's serious negligence could cause significant loss or threat to the ROALAND's project and users during SOL-based project operation, we plan to move to another mainnet as soon as possible to distribute tokens at the same magnification. Also, we plan to apply a policy that we do not make private use of customer deposits. We only operate funds for legitimate reasons; fees incurred in transactions and profits from sales activities.

# PROJECT ROALAND

## CONTACT US

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

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

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