Aurora klay project

Blockchain-based network and digital content management platform

Aurora Corporation

DEC. 2022
Version 1.0

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Ⅰ. Business Introduction

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Ⅰ. Business Introduction

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Blockchain-based network and digital content management platform

Background on the establishment of the Aurora klay project

I, "Kyungho Park", who planned the Aurora klay (ARA) project, lived in th e dial era, the beep era, clairvoyant, the IMF, and the smartphone, blockc hain, and COVID-19 era, and I came to plan my business with the convict ion that the future will be a digital age combined with blockchain techn ology.

Business Purpose

1. Building a blockchain-based network: Aiming to enable NFT holders to enjoy real-life benefits (discounts), as well as tokenomics activatio n and governance, metaverse, APP development, and IP business dea n, in which ecosystem participants are rewarded fairly.

1. NFT authentication and payment system: Through the commerciali zation of a system that can be used in common on the Erc-20 and kla ytn chains, it is used in all regions at home and abroad, and we want t o continue innovation by securing reliability and safety.

1. Dapp: ARA tokens can be collected per block through NFT and ARA token staking.

Aurora klay project is a "blockchain-based network and digital content management platform" that offers discounts on consumption by Aurory NFT' users.

❖ Company establishment and status

- Company Nam Aurora Corp.
- Date of establishment : May 11, 2022.
- Head Office Address : 546, Seo-ro, Gahoe-myeon, Hapcheon-gun, Gyeongsangnam-do
- Branch Address : 25, Seongdong-gu, Seongdong-gu, Seoul, 1st floor, No. 121 (Oksu-dong)
- Business Registration Number : 416 88 02346

Business Scope	**Online information provision business, online shopping mall application development and operation business**
	Service development business using photo media, smartphone application development business
	Mobile game software development and supply,
	E-commerce retail
	Mail-order brokerage, video game-related content production
	Blockchain service development using photo media, virtual currency issuance and distribution
	NFT minting business using digital drawings, online shopping mall operation linked to blockchain
	E-commerce and mail-order business related to each of the above
	All ancillary projects related to each of the above

- Largest shareholder : Park Hyo-won 400,000 shares
- CEO : Park Kyung-ho
- In-house directors : Oh Chung-won, Yoo Jun-hwan, Lee Kyung-hee

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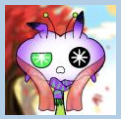
Symbol	Partners and Clients	Collaboration Details
	Good Neighbors	Sharing in progress (sponsorship)
	Daeseong Samkyung Accounting Firm Lee Hyung-tak Accountant	Accounting Advisory
	Markinfo	Patent and trademark registration advisory request
부동산플러스 공인중개사사무소	Real Estate Plus	Real estate brokerage fee discounts
CK	Cha&Kwon Blockchain Specialized Legal Team	Legal Advice
	Hyoje Oh Heechul	Korean painting and art design collaboration
	HelpMe Legal Team	Request for company information registration
kmong	Kmong	Other outsourcing requests
큐호	Big stroke	Press Relations Marketing
	Kaikas	Using Blockchain Wallets
Klip	Klip	Blockchain Wallet Registration
KLAYswap	klayswap.com	ARA Token Liquidity Supply (IDO)
	Park. S. W.	Blockchain Advisory
	Portgas D. A. ce	Promoter
	Swapscaner.io	ARA Token Swap
X	Xangle	Official Notice Registration

Teammates	Sectoral Features
	CEO : Park Khyoung-ho - 20 years of "agriculture" management in Hapcheon-gun, Gyeongsangnam-do While observing the process of spreading the Internet and popularizing smartphones, I started my business with the belief that blockchain technology will be the beginning of another world..
	Marketing : Chon O. - Aurora Klay Project Responsible for promoting Telegram, Twitter, and blogs
	Character writer : Song Ha. - Majoring in various design fields and illustration drawing, in charge of Aurora Caractor and merchandise design
	design : Ra L. - Aurora Design and Ecosystem Initiative
	Blockchain Developer : Peter Chae. - Java, C#, web development
	blockchain developer : Yoo, J.H. -Aurory NFT project homepage development (Next. JS), klaytn contract and front/back end development (Solidity, Next. Js), DeFi contract and front/back end development (Solidity, Next. Js), Kilp App2App integration (Nest .Js)
	Advisor : Sung Woo. Park, MR, Kim - Blockchain Consulting Service
	Many supporters and influencers

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Ecosystem creation

- Establishment of ecosystem foundation through Aurora platform establishment and token (ARA) issuance
- Activation of community, such as community participation in the platform and use of various services

✓ Register for Xangle (xangle.io)

✓ Clip (wallet linked

✓ Kakao Talk Klip Wallet Registration

✓ 1st round of NFT minting (AOA, ARA, klay) within the aurora klay platform

✓ Implementation of ARA and NFT staking

Securing accessibility and convenience

- Securing access to ARA token, the fuel of blockchain technology, by promoting listing of ARA tokens on domestic and overseas CEX exchanges and providing liquidity (IDO) to klayswap.com, a domestic DEX exchange

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Governance (DAO)

- Through the first minting of Aurory NFT, the conditions for autonomous decision-making by holders were created, and a win-win atmosphere was created by accepting governance decision-making.

✓ Blockchain service in line with the trend of the times

✓ Corporate image through development and activation

✓ Prominence and creation of a transparent ecosystem

✓ Team Distributed Token by Smart Contract

✓ Securing reliability by implementing lock-up function

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Aurora klay

1. Aurora klay (ARA) Token Overview
2. ARA token distribution
3. NFT minting status and plan
4. Consumption Awareness of NFTs
5. Consumption Awareness for Easy Payment
6. MZ Generation Consumption Trend

Ⅱ. Blockchain and Market Analysis

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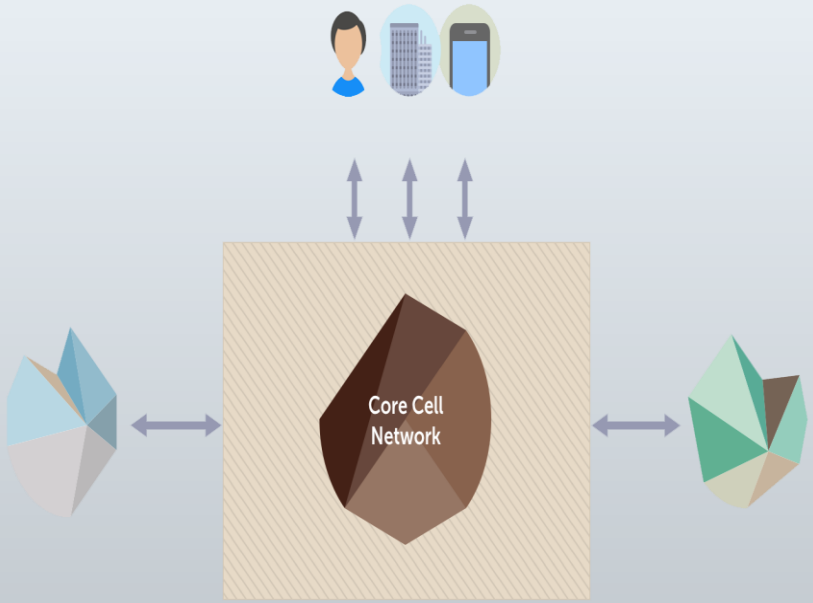
Overview of Aurora klay ARA token based on Klaytn chain

Currently, our platform and ARA token are built on Klaytn, a global public blockchain project. Kaytn is a project operated by GroundX Corporation, a Kakao affiliate, and is an efficient hybrid open source that has both decentralized data and control, decentralized governance, which are the advantages of a public blockchain, and low latency and high scalability, which are the advantages of a private blockchain. It's a platform.
Klaytn blockchain will be fast, cheap, and continuously evolving.

Currently, Aurora Co., Ltd. issues ARA tokens and aurory NFTs on the klaytn chain, and is used for ARA tokens and NFT staking (deposit) services. It will be used and its utility will be expanded.

Klaytn structure



Aurora klay ARA

- Initial issue amount: 100,000,000 ARA
- (ARA tokens airdropped from NFT staking will go through a halving of 20% for 10 years.)
- Token Usage: Utility token (Aurora klay_ARA platform)
- Name: Aurora klay
- Symbol: ARA
- Contract: 0x15fb4a7408f63defc599ac364d824a5044ff2ecd
- Decimal: 18

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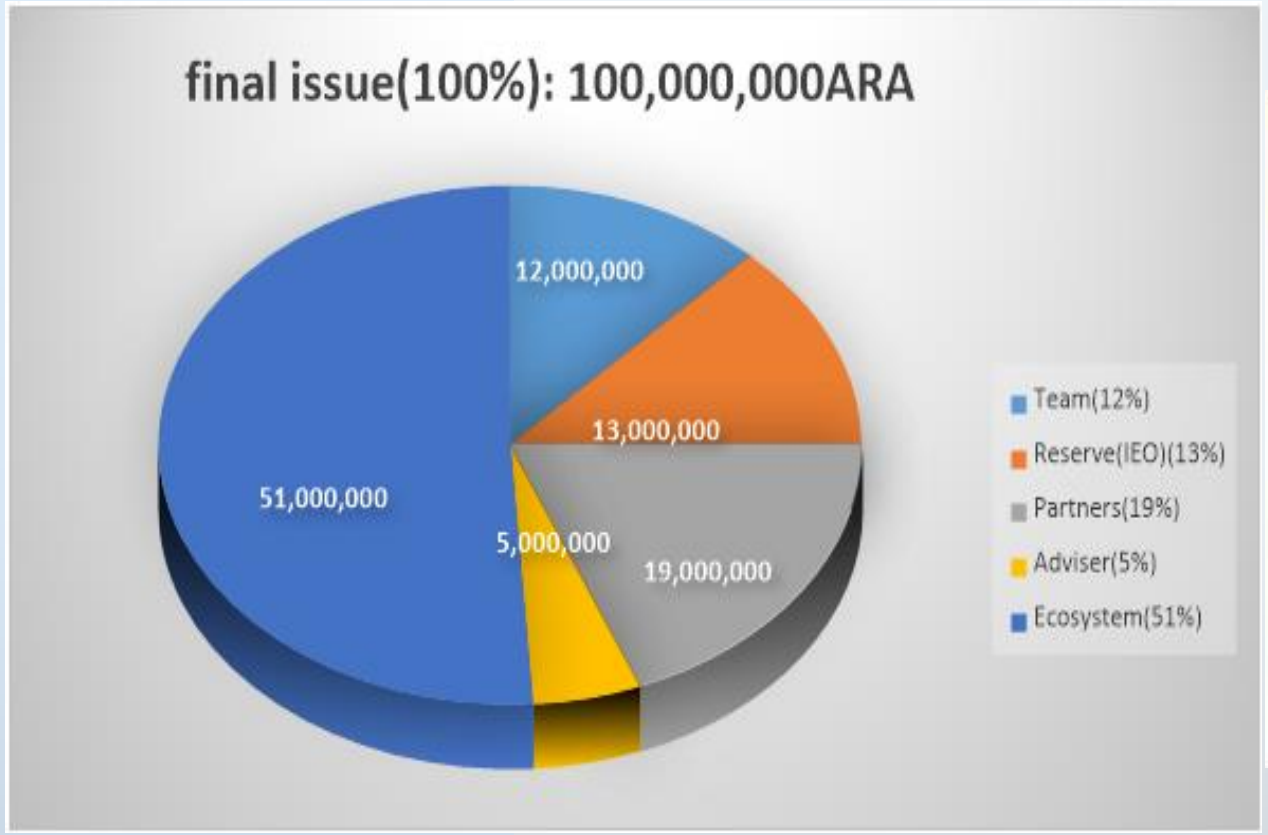

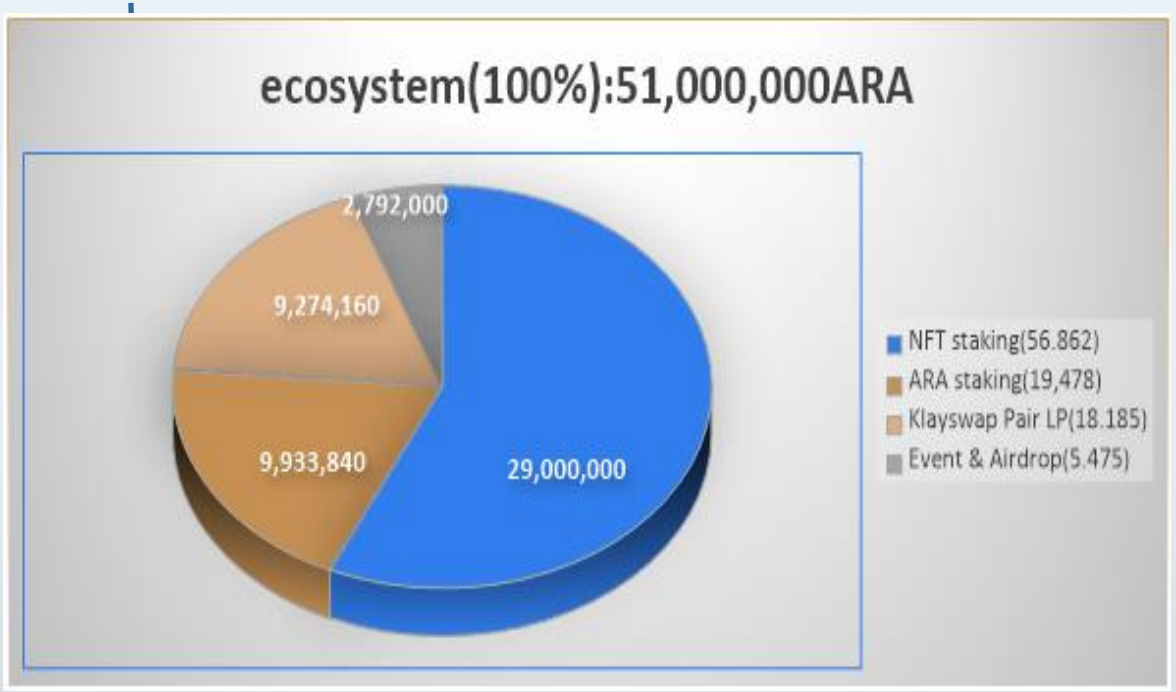

Partner companies and other distributed tokens are deposited in the smart contract and can be withdrawn within the range of 5% every quarter (from the 4th quarter of 2023).

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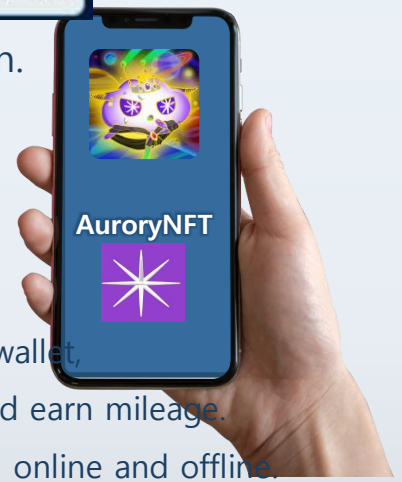
Aurory NFT



- Aurory NFT: Compliant with KIP17 standard of klaytn chain.
- Name: Aurora Princess NFT V1.0
- Symbol : AURORY
- Contract : 0xcc192740f9f718d0f81a6c389e1b104f47fb2336

- You can recognize the status of holding Aurory NFT (card) in your wallet,
- and the platform If you use it, you can receive discount benefits and earn mileage.
- NFT payment system: Store ARA tokens in NFTs and use them both online and offline.
- We aim to implement the ARA token payment system.
- Convenience of use is provided through the integration of mileage accumulated by affiliates and ecosystem activities.

Aurory NFT is planned to issue a total of 10,000 NFT, and aims to secure 10,000 members

1st minting (end of 20. DEC. 2022) 2,881 NFT sales

2nd minting 5,000 NFT (VIP NFT launch) Minting planned

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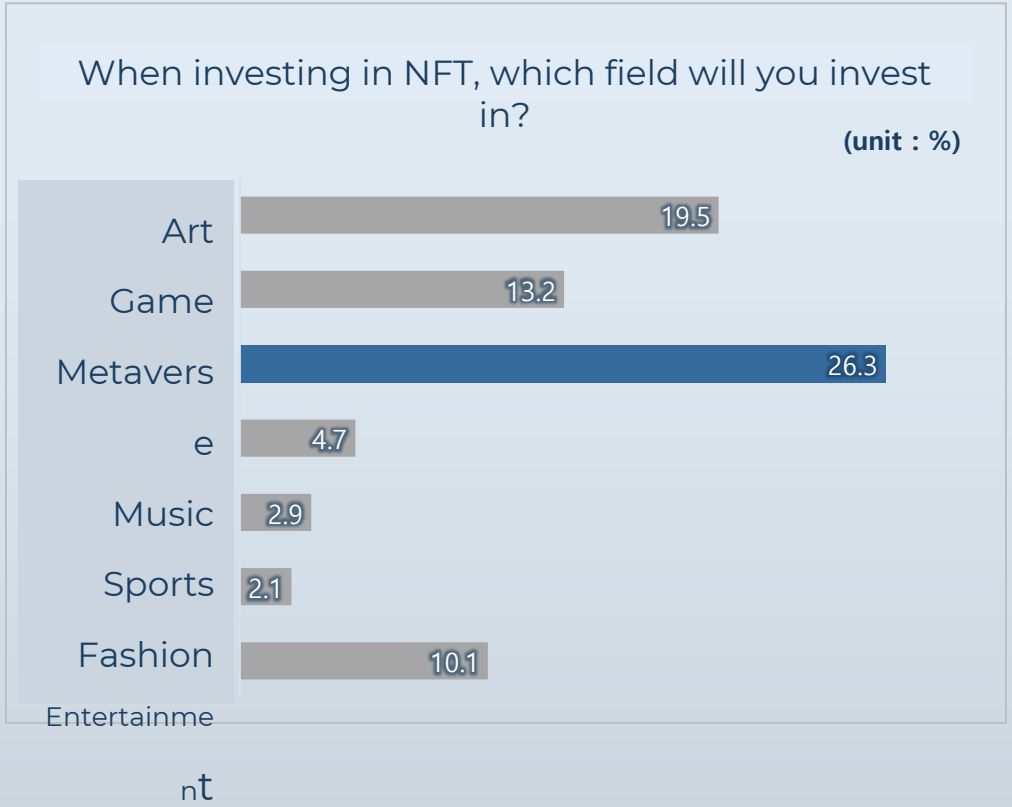
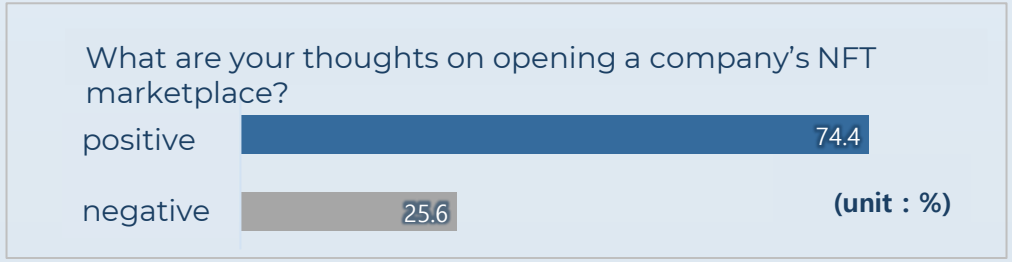
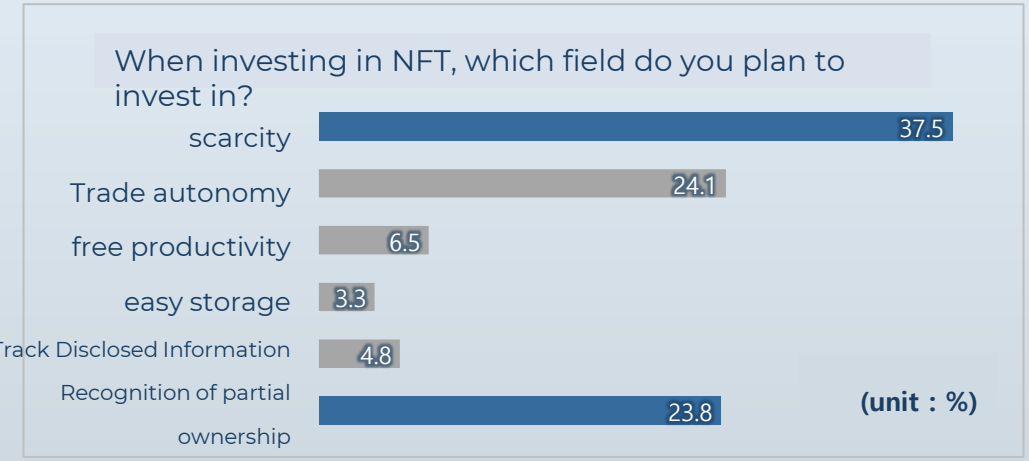
Consumption Awareness of NFTs

- ❖ NFTs are particularly rare because transactions are made with the world's only unchangeable digital signature method through blockchain technology and transaction details are recorded. I chose metaverse as my favorite field
- ❖ The positive reasons for the metaverse field are interpreted as being able to communicate and trade freely within the metaverse and to enable a shopping environment like real life. has exist







[Source: Real Research, survey of 1,000 people]

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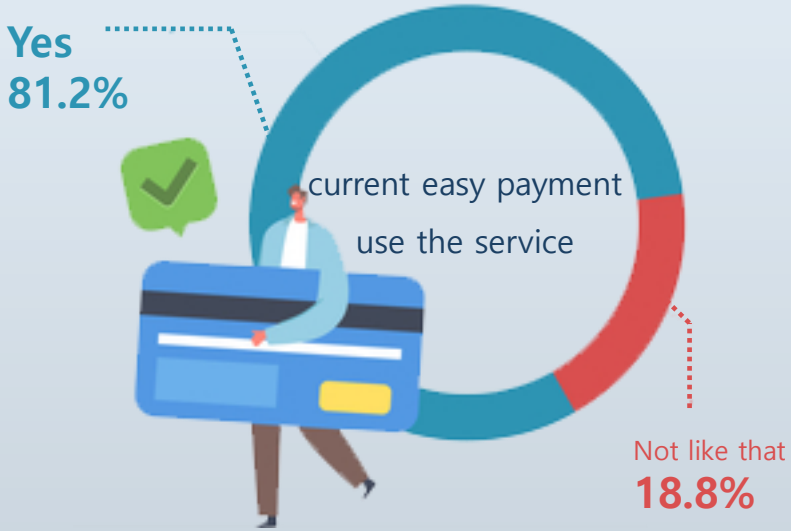
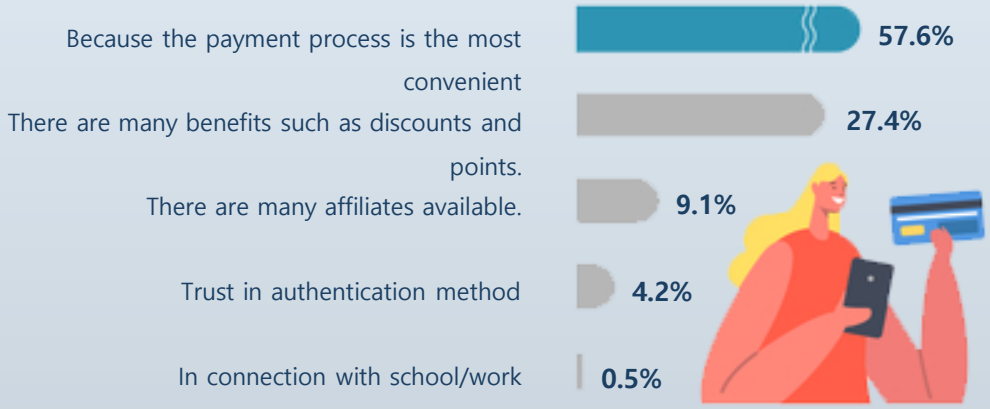
Consumption Awareness for Easy Payment

- As the system has become more convenient, such as recognizing the iris, face, and fingerprint, or making payments with just a few digits of a password, the number of people using the system is increasing every year. According to the Bank of Korea, last year
- The daily average number of domestic simple payment service uses was 14.55 million, a 44.4% increase from 10.07 million the previous year.
- - As of 2021, the daily usage amount was KRW 449.2 billion, exceeding KRW 400 billion for the first time (a 41.6% increase from KRW 317.1 billion in 2020).
- As a result of the Economist's survey, 57.6% of the respondents answered that 'the payment process is the most convenient' as the reason for choosing the simple payment service, and also chose the additional benefits that follow when paying.
- cited as a reason
- - 27.4% of the respondents chose 'because of additional benefits such as discounts and point accumulation', 'there are many affiliates available (9.1%)', 'because the authentication method is reliable (4/2%)' and 'school or workplace' class
- Responded with 'Because it is linked (0.5%)'



[Source: 949 part-timers]

Why do you use this service among various simple payment services?



[Source: The Economist]

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MZ Generation Consumption Trend

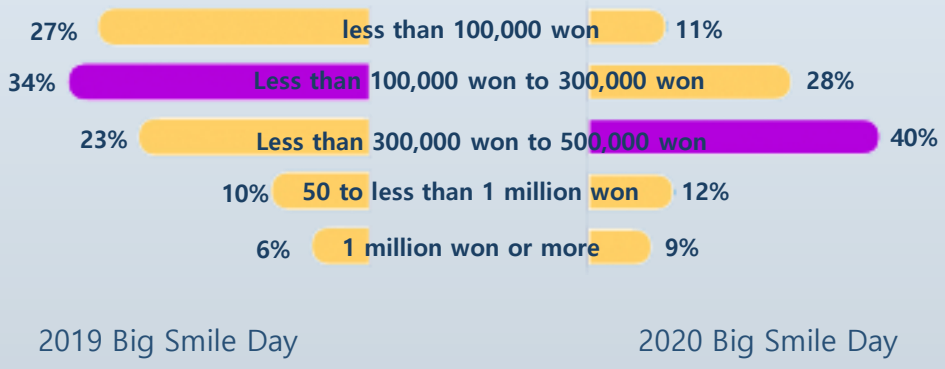
❖ As a result of a survey of 1,257 customers of 'Big Smile Day,' eBay Korea's biggest discount event, 61% of respondents said they plan to spend at least 300,000 won at the event.

- As of 2019, 34% were planning to spend less than 100,000 won to 300,000 won, but the trend is to increase the amount plan with a consumption plan of less than 300,000 won to 500,000 won in 2020.

❖ As a result of a survey of 946 customers by Internet shopping site Gmarket, the amount spent for me was over **1 million won (34%), 200,000-500,000 won (19%), 100,000-200,000 won (14%), and 500,000-800,000 won (13%). %) In the survey, respondents answered that clothing/fashion accessories (32%), travel products (17%), beauty products (11%), and hobby goods (11%) were the areas of consumption for themselves.**

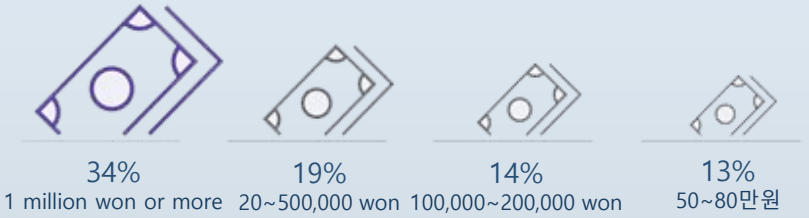
❖ Through these surveys, it was found that the MZ generation is very interested in consumption with discount benefits, and it is analyzed that they show a propensity to invest in consumption for themselves.

Trend of online discount consumption spending

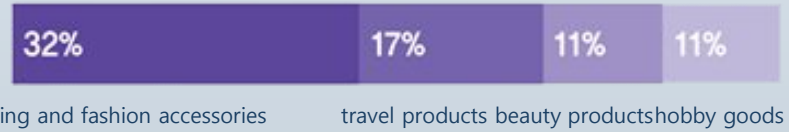


[Source: eBay Korea discount event customer survey]

How much did you spend for 'me'?



What is the field of consumption for you?



[Source: Gmarket]

Aurora klay

1. Mid- to long-term promotion strategy
2. main service
3. marketing strategy
4. investment point
5. Investment EXIT Strategy

Ⅲ. operation plan

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Development of IP-related contents and recruitment of partner companies

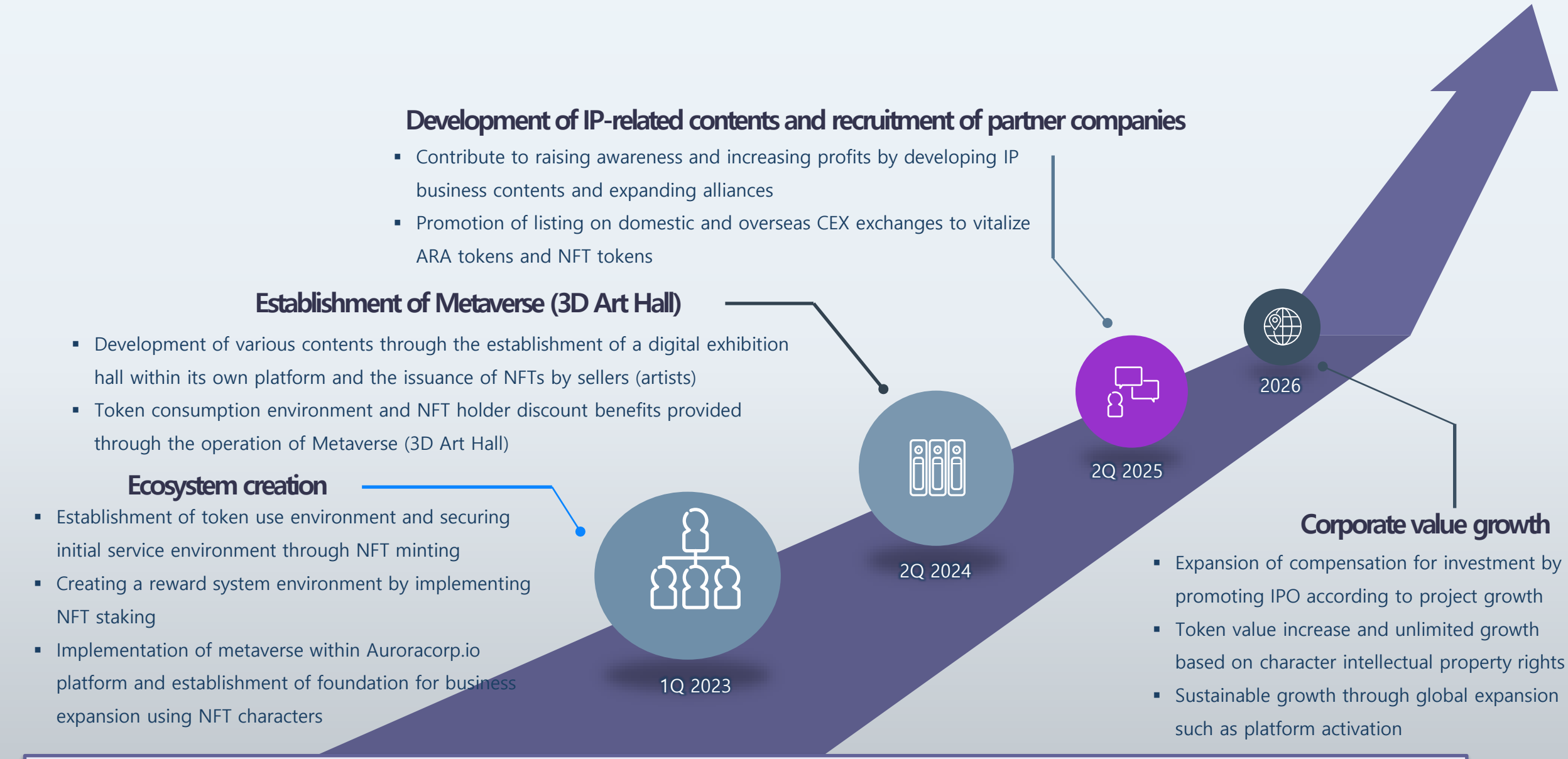
- Contribute to raising awareness and increasing profits by developing IP business contents and expanding alliances
- Promotion of listing on domestic and overseas CEX exchanges to vitalize ARA tokens and NFT tokens

Establishment of Metaverse (3D Art Hall)

- Development of various contents through the establishment of a digital exhibition hall within its own platform and the issuance of NFTs by sellers (artists)
- Token consumption environment and NFT holder discount benefits provided through the operation of Metaverse (3D Art Hall)

Ecosystem creation

- Establishment of token use environment and securing initial service environment through NFT minting
- Creating a reward system environment by implementing NFT staking
- Implementation of metaverse within Auroracorp.io platform and establishment of foundation for business expansion using NFT characters



Corporate value growth

- Expansion of compensation for investment by promoting IPO according to project growth
- Token value increase and unlimited growth based on character intellectual property rights
- Sustainable growth through global expansion such as platform activation

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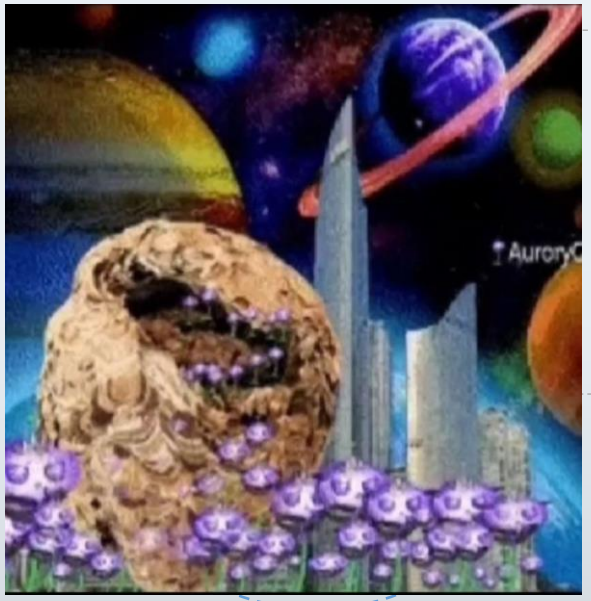

Blockchain-based network and digital content management platform

digital twin

NFT holder

IP business

Connecting the digital and the real

- Realization of 3D Art Hall (Metabus Exhibition Hall)
- Within the platform, real works of Korean painting and literary painting are issued and sold as NFTs.
- The exhibition hall is a virtual space, but it is a real space where you can chat and purchase items.

Aurory NFT holder authentication

- Connecting an individual's blockchain wallet (kaikas or klip) to use the platform, own NFT holder authentication and payment system
- You can receive mileage tokens when purchasing NFTs (works).
- You can receive actual paintings, participate in NFT staking, and secondary transactions are possible.

Development of various contents and expansion of partnerships

- Use IP to release limited products such as accessories and masks
- Attached NFTs can be worn on Aurory characters to increase energy,
- We will gradually update the character.

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It is difficult to estimate the potential added value of an IP business using aurory."

revenue model

ARA Token/NFT Value Growth

- ARA Token: Central (Cex) exchange listing and IEO.
- Exchange and investment operation between p2p companies
- 10,000 Aurory NFTs to be issued (Normal/Rare/VIP/VVIP)

Metaverse Revenue

- **Contributing to the promotion of Korean painting and literati art culture by operating a 3D art hall.**
- **Issue and sell artists' works by NFT**

advertising fee

- Influx of new users and expansion of target marketing by activating the community.
- Creation of advertising revenue model by increasing platform inflow

content revenue

- Aurory NFT-applied creation opportunities provided.
- Generate sales revenue by developing goods for NFT characters.
- Advancing into CF, anime, and webtoon through IP business

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Expansion of viral marketing using SNS through events, etc.

- Expansion of various rewards and discount benefits through project participation
- Encourage participation in the ARA ecosystem through viral marketing using SNS (Twitter, Telegram, blog, YouTube, Instagram, etc.) online through supporters and influencers
- Real message (1:1 text message advertisement) and offline (subway, bus)

Creating an environment for participation in the digital exhibition hall (realization of the metaverse)

- 'Revitalization of the consumption ecosystem by continuously expanding participation of 'aurory NFT' users and general consumers.
- 3D Art Hall operation promotes participation in partnership with Korean painting and literary painting artists, and spreads domestic and global marketing through SNS marketing.

- All actions executed on the blockchain solve imbalance and trust issues by implementing a transparent ecosystem by smart contracts that cannot be forged or tampered with.
- It is used to establish marketing strategies using big data, in which user's consumption activities are automatically recorded and stored in the blockchain.

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Stable investment management, Provide optimal investment environment by expanding related businesses

I Creating a stable ecosystem

- Creating a payment environment using AURORY NFT
- Realization of user expansion and consumption activation through stable ecosystem operation
- Creating a transparent ecosystem utilizing the advantages of blockchain transparent record storage and non-forgery/falsification

II Continuous Revenue Improvement

- Expansion of on/offline linked business using IPR and character
- Expansion of viral marketing using influencers and supporters
- Global expansion of metabus platform and expansion of diverse customer base

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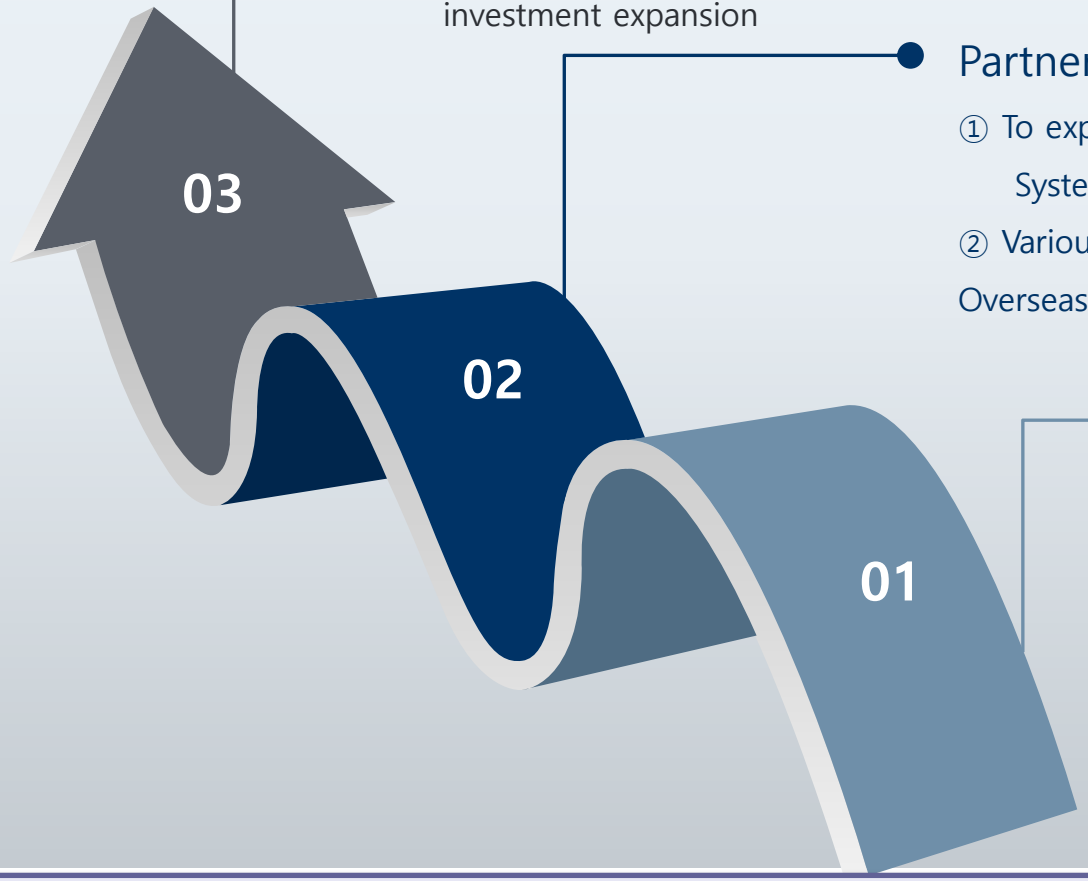
Promotion of IPO through corporate value growth

① Expansion of M&A opportunities and foreign capital attraction through various alliance activities with leading companies

② Promotion of stable IPO by realizing corporate value growth based on M&A and investment expansion



Partnership with leading companies for global service

① To expand global service after stabilizing domestic service of Aurora klay System further development

② Various technical partnerships with leading companies to advance global services Overseas infrastructure construction

The value of realizing the Aurora klay project

① Expansion of the metaverse ecosystem through affiliates such as 3D Art Hall

② Provide an opportunity to activate the blockchain by listing ARA tokens on the centralized (CEX) exchange

③ Corporate image enhancement and profit expectations through expansion of content business such as IP business

④ Build a database by developing blockchain-related functions

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