COSPLAY TOKEN

White Paper
Version 1.7

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GLOSSARY

Anime: a style of hand-drawn animation used in Japanese film and television.

Blockchain*:* a digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly.

COT: the ticker for Cure WorldCosplay's Cosplay Token.

Cryptocurrency: a digital currency that is regulated by blockchain technology, and operates independently of a central bank.

ERC20: the technical standard used for smart contracts on the Ethereum blockchain.

Ethereum: an open-source, public, blockchain-based distributed computing platform and operating system featuring smart contract (scripting) functionality.

ICO: Initial Coin Offering, also used to refer to Initial Token Offerings.

Manga: a style of Japanese comic books and graphic novels.

Marketcap: the total market value of all of a company's outstanding shares.

Otaku: a Japanese term for people with obsessive interests, commonly towards anime and manga fandoms.

Players: artists on Cure WorldCosplay such as cosplayers, photographers, and prop makers.
Player Coin: a personalised, individual smart token issued by the Cure Protocol.

Smart Contracts: a computer protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a contract.

Smart Token: token that has further logic in place allowing it to be dynamically minted among other benefits.

SNS: Social Networking Service.

**TGE:** Token Generation Event.

Ticker: a short combination of letters historically used to represent stocks, now also adopted by cryptocurrencies.

The Bancor Protocol: an open-source standard for smart tokens.

The Cure Protocol: Cure WorldCosplay's integrated protocol for the creation of Player Coins.

Users: viewers, information suppliers, fans and corporations on Cure WorldCosplay.
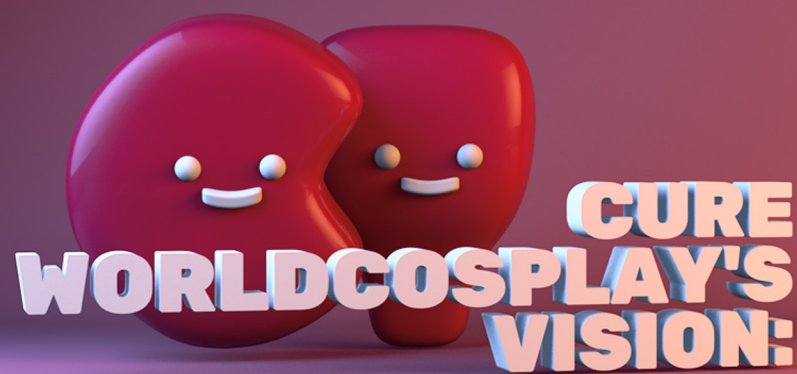
Sustainable Development of the Cosplay Economy

Cure WorldCosplay (CW) has been operating as a community service for cosplayers and those around them (Photographers, Props Makers etc.) all over the world. We are a multi-lingual platform supporting 12 languages where more than 720,000 members from more than 180 countries post their quality works, 6.5 million images and counting. Our official social media accounts are followed by more than 430,000 people, interacting with users worldwide every day.

"The world's largest Cosplay platform"

We have a strong emphasis on providing community service which is characterized by self-sustainability and development. Cosplayers have various motivations for their activity, some Cosplayer want to become professional, others want more fans, and yet others are looking to share their work with groups. Photographers and Props Makers working closely with Cosplayers also have some influence on the increasing diversity of motivations. The enthusiasm of fans who support them are also on the rise, and Cosplay Economy is attracting attention as a market.

However, regardless whether in Japan or overseas, cosplayers, photographers, prop makers and users alike have challenges and roadblocks. For the sustainable development of the Cosplay economy, we need measures to meet and resolve them.

OVERVIEW

The Cosplay Market

The cosplay industry has exploded open over the last ten years, and while most players take part for their own enjoyment, many spend great amounts of money participating.

According to China Research and Intelligence (CRI),the estimated amount spent on costumes and wigs in 2017 was 17.8 billion USD (including cosmetics and fabrics to create outfits). However, this amount is expected to be far greater when you consider the additional costs involved, such as event tickets, photography fees, travel and accommodation, plus many other expenses. On top of this, according to Eventbrite, 59% of attendees will spend a further $100-$500 on merchandise at events, with 10% spending over $500 per show.

"'The Anime, Comic, Film and Game industries hold a total market value of more than 180 billion dollars'"

Although the cosplay market is yet to be specifically quantified, it is approximately worth 25-50 billion dollars, and is continuing to rise steadily (since 2010, it has increased by 15%). However, we believe the potential market could be far greater—currently, the Anime, Comic, Film and Game industries hold a total market value of more than 180 billion dollars, and while much of these audiences share values with our players and users, cosplay is not as easily accessible to them due to issues within our industry. By resolving these problems, we believe we will enable a far greater audience the opportunity to participate in cosplay.

Through our Cosplay Token, we are looking to quantify the cosplay industry and boost the potential market value dramatically, up to five times the size. By providing the community with an easier way to reach financial settlements, while protecting their copyrights and ensuring trust and transparency, we can ensure that players are properly rewarded for their services and increase the sustainability of the cosplay industry.

OVERVIEW

Market size of global cosplay costumes

(by revenue), 2010-2019E

| CAGR 15.8% | | | | CAGR 15.0% | | | |

US$ billion

Year	Value
2010	6.5
2011	7.6
2012	8.8
2013	10.0
2014	11.7
2015E	13.5
2016E	15.5
2017E	17.8
2018E	20.5
2019E	23.6
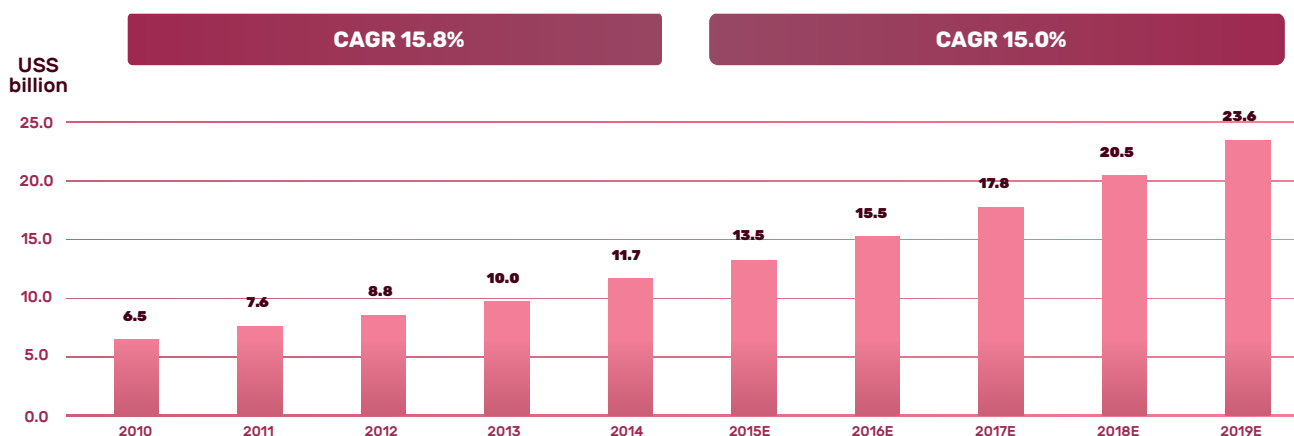
Source: Chris Taylor. (2018,Jan 28) https://www.reuters.com/article/us-money-entertainment-cosplay/be-a-money-superhero-and-cosplay-on-a-budget-idUSKBN1F51YZ
Column：米国のコスプレ術、賢く安く「スーパーヒーロー」に (Be a money superhero and cosplay on a budget)

Solving the Problems Within the Cosplay Industry

Since the onset of our service, we have been communicating with both cosplayers and all other kinds of users in the cosplay-sphere. Through ongoing feedback, anecdotal experiences and years in the industry, we have isolated five key issues facing cosplay as a whole:

Access to Settlement Accounts / Player

Many cosplayers are not paid for their work because they do not have access to a settlement account to receive funds. In addition, many young players and users do not own a credit card. Although PayPal is an option, it is not commonly recognised and it has miscellaneous fees on top of bank transaction fees. Other transaction methods such as micropayments and currency exchange are risky and inconvenient.

Solution

The Cosplay Token (COT) is cross-border and fee-less. Anyone can hold and transact tokens even if he/she has no other means of settlement or has no bank account. COT will empower players and fans to perform transactions easily on the Cure WorldCosplay platform. In addition, COT can be exchanged with other cryptocurrencies.

Sharing of Content Revenue / Player, User

While content marketing is growing in the Cosplay industry, the economy is yet to reach substantial growth due to issues involving copyright and revenue sharing.

Solution

Cure WorldCosplay is implementing a system to record copyright records on blockchain, allowing work and share revenues to be allocated via Smart Contracts.
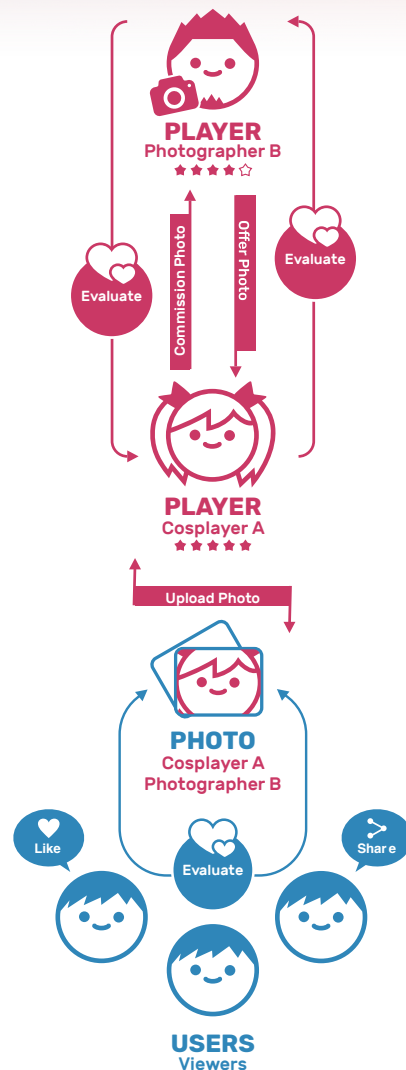
Transparency and Trust / Player

Due to the nature of cosplay, players can be exposed to a large number of followers and often we find that players get harassed. The recent "Cosplay Is Not Consent' movement has shed light to the harassment that cosplayers face within the cosplay community.

Other cosplay platforms rely solely on SNS followers as a trigger to feature cosplayers. This method lacks transparency and opens the door to unwanted attention, leading to harassment and unfulfilled services.

Solution

With blockchain, players now get to identify each user and correspond with them accordingly to help curb harassment. Players will also be able to evaluate each other, ensuring fair evaluations. Player activities will be recorded on blockchain which is secure and tamper-proof.

PLAYER
Photographer B
★★★★☆

Evaluate

Commission Photo

Offer Photo

Evaluate

PLAYER
Cosplayer A
★★★★★

Upload Photo

PHOTO
Cosplayer A
Photographer B

Like

Evaluate

Share

USERS
Viewers

Value Actualization / Player, User

Many cosplayers spend countless of hours and money perfecting their craft. However, their creations often lead to little or no income, ending in a discontinuation of their work. In addition, users with valuable knowledge and skills are not promoted to the extent they deserve.

Solution

Cure WorldCosplay connects users and players - providing them with the exposure they need. Users can discover their favourite players, publish articles on the platform, receive evaluation by other users and so much more.

PLAYER
Cosplayer, Photographer
Costume Maker, Props Maker

Discover Great Contest

PLAYER
Cosplayer A

Post info

ARTICLE / INFO
Event Organizer, Writer
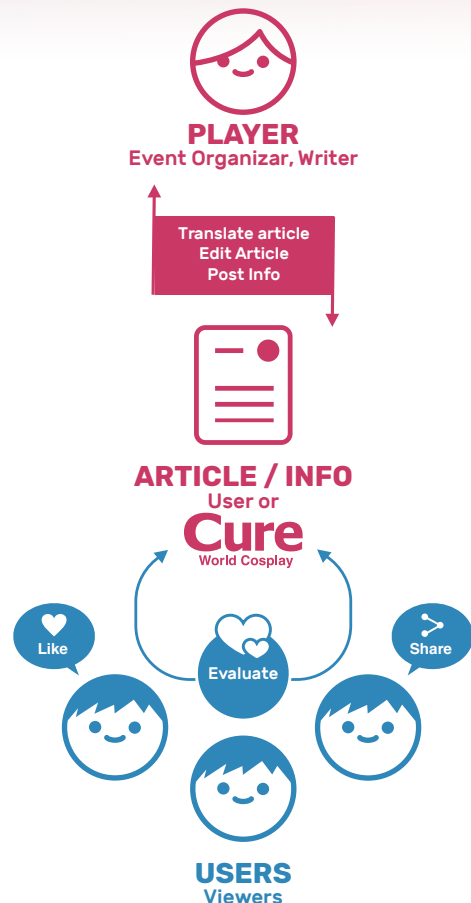
Like

Evaluate

Share

USERS
Viewers

Globalization of Information / User

Due to the global and multilingual nature of cosplay, information surrounding upcoming events is often misinterpreted and falsely spread. On top of that, many users and players find it hard to source information surrounding cosplay and other events, leading to many lost-in-translation scenarios.

Solution

Cure WorldCosplay is creating an environment where information is translated and uploaded by a third party in good faith. Information and articles posted can be evaluated by other users, promoting correct and accurate information over bad.

PLAYER
Event Organizar, Writer

Translate article
Edit Article
Post Info

ARTICLE / INFO
User or
Cure
World Cosplay

Like
Share
Evaluate

USERS
Viewers

TOKEN MODEL

Two different tokens categories will be active within the Cure WorldCosplay platform:

COT

The Cosplay Token which will be used for:
a. Settlement: basic currency trades on the platform
b. Reserves: utilized as a reserve for the creation of Player Coins

PLAYER COINS

Individual, personalized coins created by Players which can be used by Players and their user-base in areas such as:

c. Payments   **e. Incentives**
d. Tips   **f. Reputations**

Cure WorldCosplay has adopted the Bancor Protocol to achieve this.

Cosplay Token (COT)

COT is an ERC20-standard token that will be distributed as part of the TGE and ICO. This will be the only token sold during the ICO. Following the crowdsale, COT can be stored in any ERC20-compliant wallet. Additional functionality will be introduced in the future:

•   COT will be stored in the COT wallet integrated into the Cure WorldCosplay platform
•   Users will be able to see their COT balance upon login to the platform
•   Users can send/receive COT within the platform, as well as tip Players
•   Events tickets will be purchasable with COT
•   Player shops will accept COT

And more features to be announced.

It is crucial to understand that while COT functions as a utility and settlement token on the platform, it's true value derives from the ability to act as a reserve for smart Player Coins.

TOKEN MODEL

Player Coins

Player Coins are not a single coin, rather an umbrella term that covers all personalized, individual Player Coins. Individual Player Coins will have different tickers of the format __COT, where __ can be any combination of 2 or 3 letters dependent on the issuer. An example of this would be Kazumi Noomi issuing KNCOT. There is no limit to how many different Player Coins are in existence, and Players on the platform may issue a Player Coin freely. As such, at any point in time there will be many, varying Player Coins active in the ecosystem with both high and low values.

Player Coins are classified as Smart Tokens. In addition to standard ERC20 code, Smart Tokens have further logic in place that allows them to interact in different ways.

Utilising this extra code, Player Coins have:

- Constant liquidity -

- Predictable price fluctuations based on demand -

- A low volatility -

The mechanisms behind the liquidity and price of Player Coins will be elaborated on later in this document.

Issuing a Player Coin

To issue a Player Coin, the Player must provide a reserve amount of COT tokens to a dedicated smart contract. This is called the initial COT Reserve Fund, and is instrumental in calculating the price and therefore volatility of the Player Coin.

A Fixed Reserve Ratio governs the amount of COT in the COT Reserve Fund compared to the Player Coin's Total Value, or Marketcap:

$$\textbf{1} \quad FIXED\ RESERVE\ RATIO = \frac{COT\ Reserve\ Fund}{Player\ Coin\ Total\ Value}$$

where

$$\textbf{2} \quad PLAYER\ COIN\ TOTAL\ VALUE = Total\ Player\ Coin\ Supply \times Player\ Coin\ Price$$

The recommended Fixed Reserve Ratio for Player Coins is 0.01 - 0.05, or 1% - 5%. A value of 3% has been found to provide the best balance between liquidity and price volatility in most cases.

Once a Player Coin has been created, anyone can send COT into the Smart Contract to effectively 'buy' the Player Coin at any time. The contract will mint new Player Coins to maintain the Fixed Reserve Ratio between the now higher amount of COT in the COT Reserve Fund and the Total Player Coin Supply. Player Coins may also be sent back into the contract in return for COT, effectively 'selling' the Player Coin and reducing the COT in the COT Reserve Fund.

Price and Liquidity Mechanisms

The price of a Player Coin is based on a the current supply and Fixed Reserve Ratio. Equations (1) and (2) (above) can be combined and rearranged to form a relationship between Player Coin Price, the COT Reserve Fund, the Total Player Coin Supply, and the Fixed Reserve Ratio:

$$\textbf{(3)} \quad \text{PLAYER COIN PRICE} = \frac{\text{COT Reserve Fund}}{\text{Total Player Coin Supply} \times \text{Total Player Coin Supply}}$$

This allows the Player Coin Price to vary as more Player Coins are:

- Bought (COT Reserve Fund and Total Player Coin Supply both increase)
- Sold (COT Reserve Fund and Total Player Coin Supply both decrease)

As the Total Player Coin Supply is a function of the COT Reserve Fund, this price can be modelled against the Total Player Coin Supply for differing Fixed Reserve Ratio values.

However, this price is calculated based on a single point in time. As a simplified example, if a user was to purchase 10 tokens, the token price would increase 10 times as each token was bought. Using the above equations millions of times per transaction to approximate each individual price-point is wasteful and imprecise. Further price calculations are therefore necessary.

The following integral equation is used to calculate the end amount of Player Coins received based on the amount of COT Paid and infinitely many changes in price over the course of the transaction.

$$\textbf{(4)} \quad \text{PLAYER COIN ISSUED} = \text{Total Player Coin Supply} \times \left(\left[\frac{\text{COT Paid}}{\text{COT Reserve Fund}} \right]^{\text{Fixed Reserve Ratio}} - 1 \right)$$

A full mathematical proof of this equation can be found in Bancor's Whitepaper.[1]

Service and Token Flow

Player who wants to provide services or start a new project on the Cure WorldCosplay platform will have the option to issue and sell their own Player Coin. The steps for it are as follows (pictured below):

1. The Player purchases COT from an exchange.
2. The Player creates their personal Player Coin through the Cure Protocol.
Token price at launch and total issued supply will be decided as per equations above
3. The Player sells their personal Player Coin to Users or Angel Investors.
4. The Player sets the required Player Coin amount held for the right of using services provided by the Player, such as access to original content and invitations to exclusive events.

Additional possible COT and Player Coin movements:

5. Users may purchase their chosen Player Coins directly by transferring COT to the Cure Protocol
6. Player Coin holders can exchange different Player Coins directly via the Cure Protocol
7. Additional allocations for collaborative efforts will be distributed based on evaluations automatically by smart contracts.
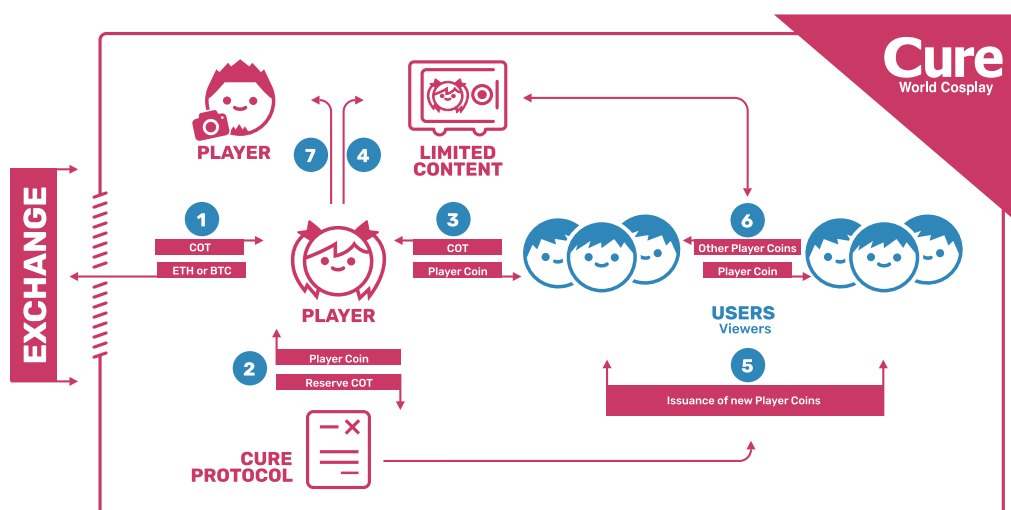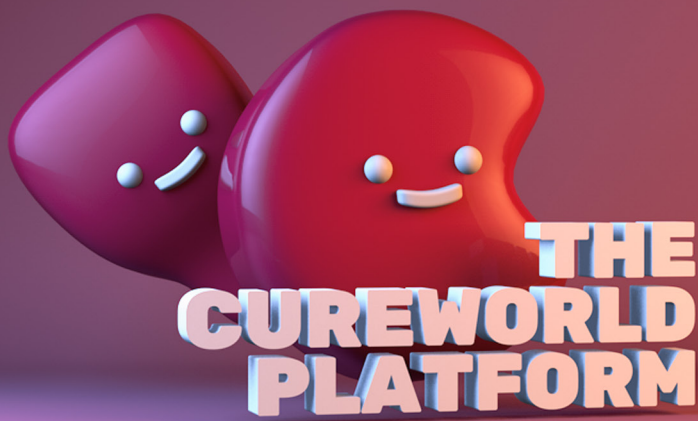
Perfect for Cosplayers

Using the Cure WorldCosplay ecosystem, players will be able to create and distribute their own personalised coin. This unique feature will bring power back to cosplayers, enabling them to monetize themselves as these coins can be used to tip players as well as purchase merchandise or event tickets. Player Coins will provide an accessible platform for cosplayers to promote their identity to the continuously growing 720,000 member-base of Cure WorldCosplay, as they will be directly attainable by fans. These coins will also allow cosplayers to develop deeper relationships with their communities, as users will be able to explicitly show their support while also gamifying their experience.

As a cosplayer, creating your own token is easy!

1. Purchase COT

2. Within the Cure WorldCosplay platform, elect to send COT to a smart contract via the Cure Protocol. The COT acts as the reserve for your very own Player Coin - the initially generated pool of Player Coins will be sent to you.

3. Find a ticker name that hasn't been taken, and claim it! The only rule here is it must be 5 or 6 capitalised letters, and the last 3 must be COT. For example, Kazumi Noomi could create KNCOT, and SeeU could create CUCOT.

A more detailed example process is included below in Token Use-Case Examples.

THE CUREWORLD PLATFORM
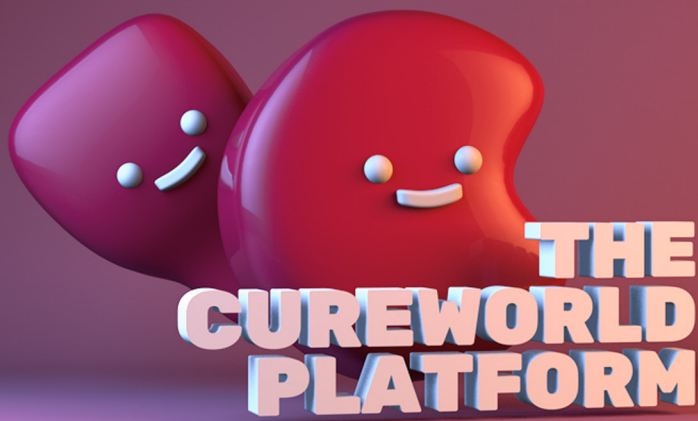
These Player Coins can be used by players and their user-base in areas such as:

Payments

Cure WorldCosplay will develop tools for cosplayers to accept payments in their own Player Coins. Players, make up artists and photographers will be able to set up their own shop on the Cure WorldCosplay platform to sell costumes and albums, as well as being able to accept their own coins for payments at events and on external websites.

Incentives

Cosplayers can incentivise their fans to use their coins by offering exclusive content and opportunities to holders. Live stream access, meet and greets and prizes could be awarded to holders. Merchandise bought from the players shop could be personally signed and leaderboards of top fans could be displayed.
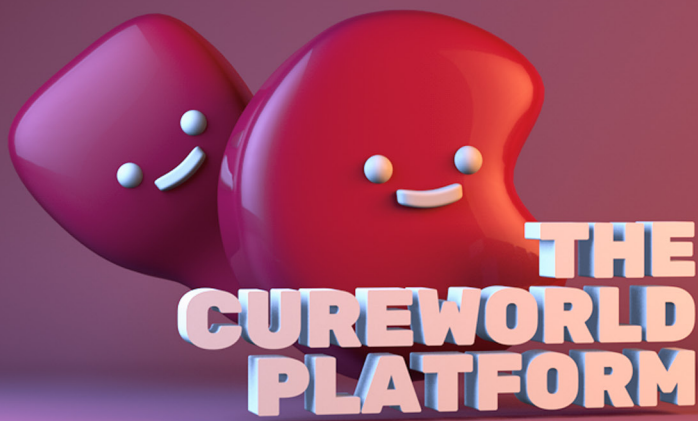
Tips

Cosplayers can elect to have a tip button associated with content and media they post. Additionally, cosplayers could decide to reward tippers with bonus content, or unlock further content after set milestones.
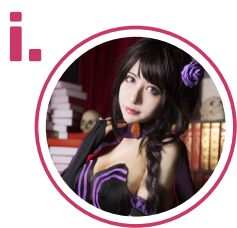
Reputations

Histories of Player Coins held, tips and payments made or items purchased from Cosplayers' stores with Player Coins all serve as an immutable reputation mechanism, allowing Cosplayers to trust their fans.
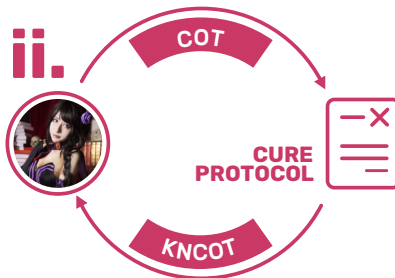
COT and Player Coin Use-Case Examples

Example - Kazumi Noomi Creates KNCOT

i.

Kazumi Noomi wishes to create her own Kazumi Noomi Coin for use in her store on **worldcosplay.net**

ii.

COT

CURE PROTOCOL

KNCOT

Kazumi Noomi sends COT into the Cure Protocol, and creates her KNCOT (Kazumi Noomi Cosplay Token/Coin) easily through the Cure WorldCosplay platform. The smart contract sends Kazumi Noomi the initial pool of KNCOT coins.


iii.

Kazumi Noomi lists prices on her store. She organises some giveaways, prizes, exclusive opportunities and more for her fans and KNCOT holders.

iv.

COT

CURE PROTOCOL
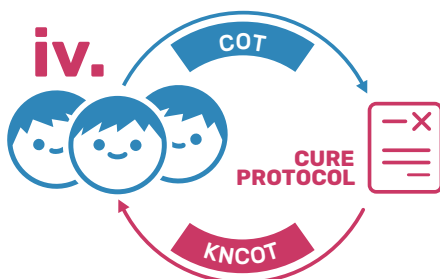
KNCOT

Kazumi Noomi's fans send COT to the Cure Protocol and receive KNCOT in return.

v.

BUY
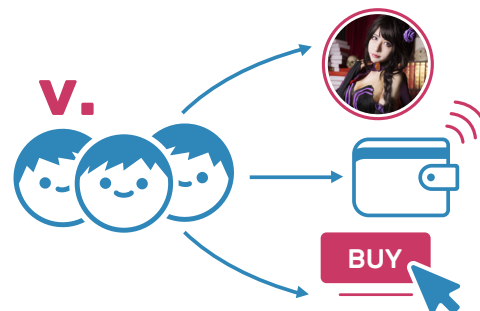
Fans can spend their KNCOT on Kazumi Noomi merchandise, hold them to show they're the biggest fan or even tip Kazumi Noomi or eachother.
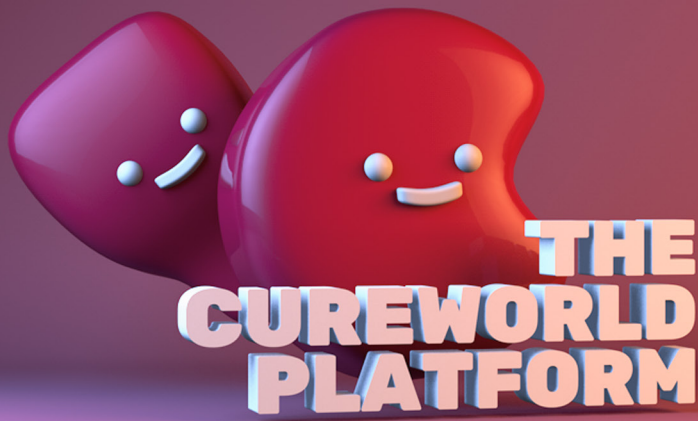
COT and Player Coin Use-Case Examples

Example - Kazumi Noomi's KNCOT Coin Price Variation

1. Kazumi Noomi has decided to make her own Player Coin, KNCOT. She decides to use 200 COT for the COT Reserve Fund, with a Fixed Reserve Ratio of 20%. This means she receives 1000 KNCOT

2. KNCOT's initial price is calculated based on the COT Reserve Fund and Fixed Reserve Ratio:

$$\frac{KNCOT}{PRICE} = \frac{COT\ Reserve\ Fund}{Total\ KNCOT\ Issued \times Fixed\ Reserved\ Ratio} = \frac{200}{1000 \times 20\%} = 1\ COT$$

3. A Kazumi Noomi fan wishes to exchange another 200 COT for some KNCOT of their own. The price changes as each token is bought, so equation (4) is used to calculate the total amount of KNOT issued:

$$\frac{PLAYER\ COIN\ ISSUED}{} = \frac{Total\ Player\ Coin\ Supply}{} \times \left[\left(1 + \frac{COT\ Paid}{COT\ Reserve\ Fund}\right)^{Fixed\ Reserve\ Ratio} - 1 \right]$$
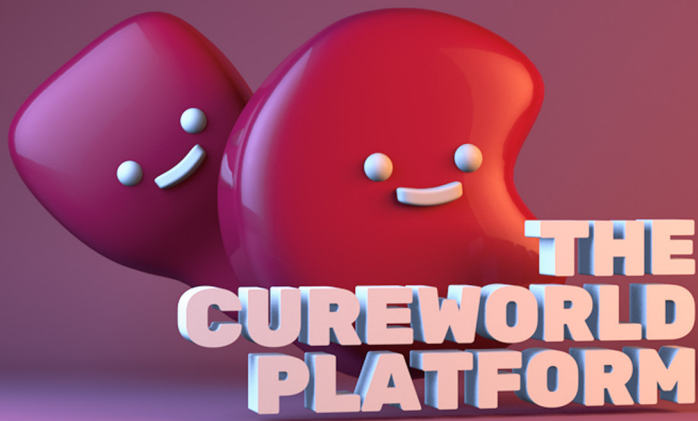
$$\frac{KNCOT}{ISSUED} = 1000 \times \left[\left(1 + \frac{200}{200}\right)^{0,2} - 1 \right] = 149.87\ KNCOT$$

4. The price of KNCOT will now have increased due to an increase in supply:

$$\frac{KNCOT}{PRICE} = \frac{COT\ Reserve\ Fund}{Total\ KNCOT\ Issued \times Fixed\ Reserved\ Ratio} = \frac{200 + 200}{(1000 + 149.87) \times 20\%} = 1.739\ COT$$
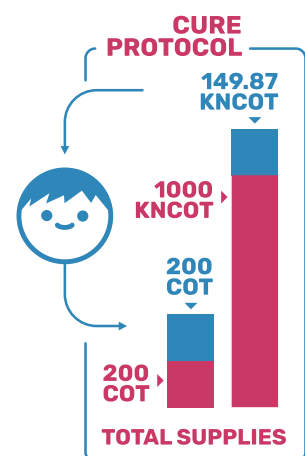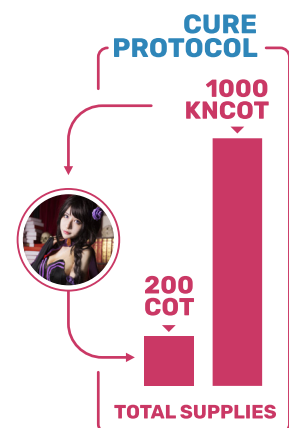
Note: The numbers in the above example have been chosen purely for simplicity's sake
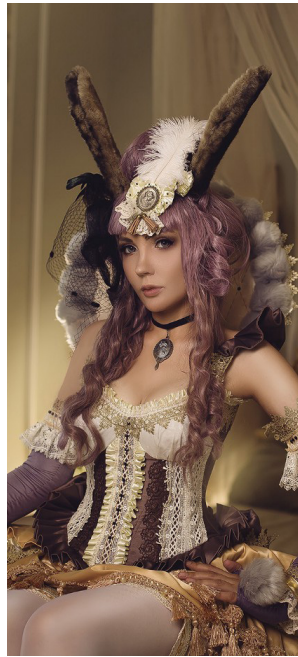
Ambassadors

Kazumi Noomi

A multilingual cosplayer from Taiwan, Kazumi speaks five languages and is known as a model and active entrepreneur. She started cosplay in 2002 and has been amazingly active in the Cosplay scene.

Pugoffka

A cosplayer and cosplay photographer from the Ukraine. Her photography career started in 2009, and she has been involved in over 700 cosplay photoshoots.
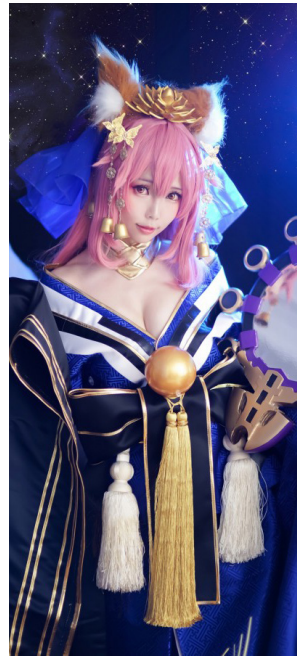
Ely

A cosplayer from Taiwan. Ely loves cosplay and Anime, Comic, and Games (ACG) culture so much. She has been creating her own character photo book and has been invited to many cosplay events as a special guest.
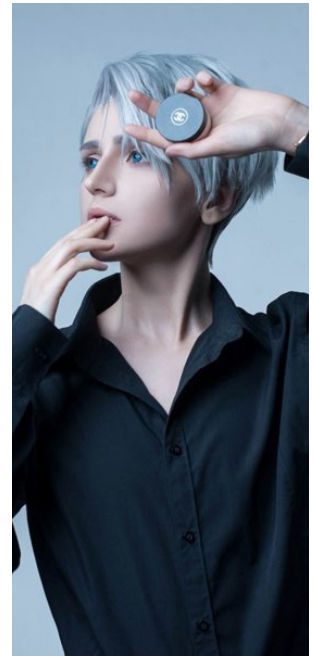
Gesha

Gesha is a Russian cosplayer who has been internationally active for five years. He's also known as a wig maker and a model. He travels a lot and loves Asian countries, especially Japan, and is currently based in China.

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Rikachuu

A cosplayer from Canada whose goal is to travel and go to conventions all around the world! Rikachuu loves cosplay and has been creating and modelling cosplay for over eight years.

SeeU

SeeU is China's number 1 female cosplayer, followed by over 800K fans on Weibo. She's especially famous in Asia and is a professional illustrator whose work has been adapted into many games in China.
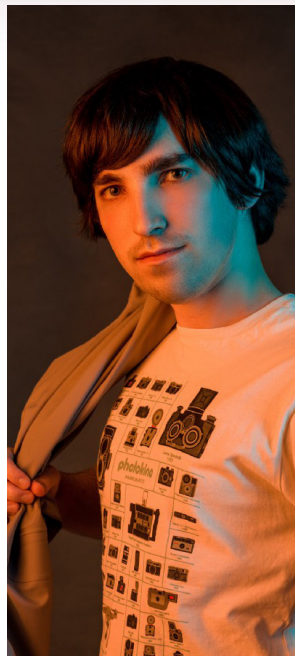
Mikhail
(A.Z.Production)

Mikhail is a cosplay photographer from Germany. He has always been a keen photographer, however, since 2014 he's been counting cosplay photography as his biggest passion.

Isis Vasconcellos

Isis is a cosplayer from Brazil, who runs a popular YouTube channel. Her specialty is singing and playing the piano to cover songs. When she performs anime songs, she does so in the costume of the character.

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Maridah

A cosplayer from the United States who started cosplaying in 2001 after she began to construct costumes for theatre productions. She runs a blog about cosplaying and makes informative guides for new cosplayers to learn from.
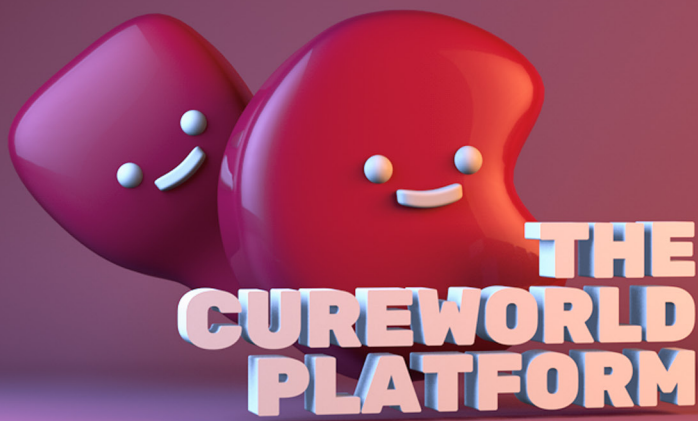
Ying Tze

Ying Tze is a cosplayer from Malaysia and a big fan of anime, manga, and games. She's skilled at making costumes, and also known as a costume designer. She enjoys every phase of Cosplay—costume making to photo shoots.
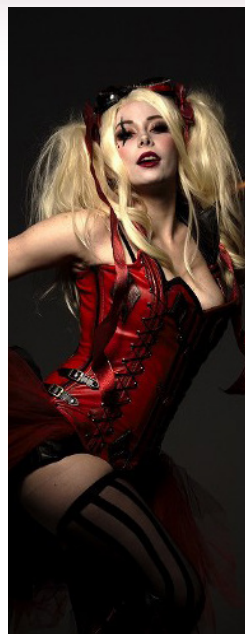
Yuriko Tiger

An Italian cosplayer with 10 years of experience, who nails the various styles of cosplay—kawaii and beautiful to sleek and cool. She has won 16 cosplay competitions in Italy and came to Japan in 2014.

Miu

Miu is a Vietnamese cosplayer who handles her own costume-making and wig-styling, ensuring that she keeps her own individual sense of cosplay style. She also has a crazy passion for dolls, and uses her makeup and art skills to breath life into them.
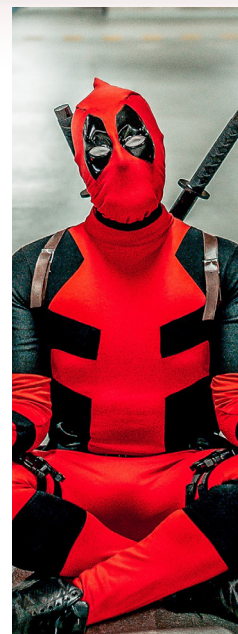
Boyan

A cosplayer from Serbia. Internationally active since 2014. Cosplaying movie, comic book, cartoon, and game characters. He is also a photo model, entrepreneur, and avid gamer. He enjoys visiting conventions all over the world and connecting with people.

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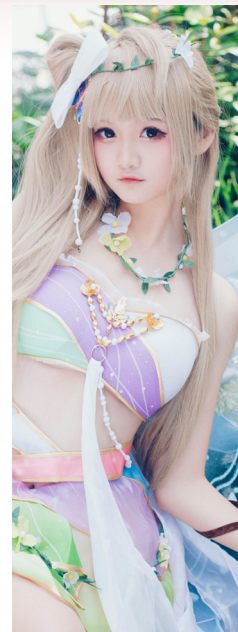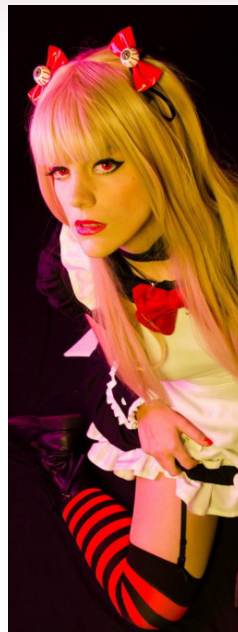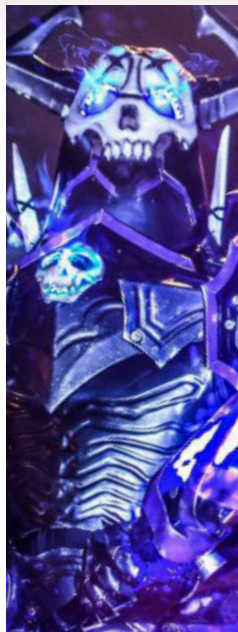
Addy Saridi

Cosplayer, prop-maker, and photographer from Malaysia, Addy is fluent in three languages. He loves cosplaying Tokusatsu, Marvel, and DC characters, and likes to craft armour and weapons.

Pat

Veteran prop-maker from the C4 team— a team that went to the World Cosplay Summit three times as Thailand representatives. Pat always likes to learn new things and share his extensive knowledge with other cosplayers.

Neneko

Taiwanese cosplayer with 10 years of experience, Neneko supports the cosplay culture by promoting its wonder. She's active worldwide, but especially present in Asia.

KomboKatjie

Cosplayer from South Africa. She has been cosplaying since 2011 and is very passionate about making her own costumes, teaching cosplay to beginners, and any of the many cosplay-related activities.

Yukiko

An uprising China Cosplayer from Singapore. Cosplaying since late 2016, Yukiko had quickly gained popularity in Asia and spreads her love for cosplay and anime. A huge fan of anime and games, Yukiko hopes to bring adorable characters to life.

Platform Initiatives

Integration of the Official Cure WorldCosplay App

Cure WorldCosplay will create and launch an official app for use on the platform. This app will enable users to quickly and easily browse, like, follow, tip and chat with their favourite players and cosplay communities. User's COT and Player Coin wallets will be integrated into the application.

Measures against illegal images and content

Social media websites and forums around the world always struggle with illegal content. Cure WorldCosplay already has image browsing restriction systems in place, but we still regularly need to manually remove illegal images. Future measures will include the implementation of AI functions capable of automatically removing images with illegal content.

Issuance of digital membership card

Immutable digital membership cards will be created for members and stored on the blockchain. Activities and content uploads will be recorded and linked to these membership cards, verifying and protecting users and players.

New ways to enjoys Cosplay

As 2.5-dimensional stages surge in popularity worldwide, there have been more and more places where cosplayers can express themselves in new ways like fusion of dancing and music. We have been hosting the "Cure Cosplay Collection" as a part of many events including the TOKYO GAME SHOW, and we will expand these internationally.

PLATFORM INITIATIVES

Language support

Due to the rapid global growth of the cosplay industry, language support and quality translations are lagging far behind. We often receive inquiries from cosplayers who visit Japan and users who love Otaku culture regarding guides and sightseeing, however struggle to understand the language. Regular requests for support by domestic cosplayers to respond to overseas inquiries through our platform further highlights the need for a quality system in place. Users who need such support will be able to easily request it through the Cure WorldCosplay platform.

Partnering with works that permit derivative works

In the past, many companies have tended to regulate or ignore derivative works (fan fiction, cosplay etc.) of their content. However, there has been recent moves encouraging these companies to use their (cosplayed) work as promotional tools. At Cure WorldCosplay, we are partnering with companies to allow the use of their work, with a number of projects already in the pipeline. We envision this movement will only accelerate in the years to come.

Enhancement of our SNS activities

Cure WorldCosplay is in operation of Facebook, Twitter, and Weibo. We have over 250,000 likes, 13,000 followers, and 170,000 users respectively, and we are delivering new information and content to the world every day. We will be enhancing our activities in SNSs, beginning with the use of "VK" (a leading Russian SNS) and Pinterest in the near future.

Contributing new revenue source for content holders

Currently, many companies are reluctant to allow derivative work of their content in the form of cosplay. However, we are devising plans to enable content holders' to receive payment when their copyrighted works are used. Our plan is to allow companies to registers as content holders on Cure WorldCosplay, and they will receive a revenue share based on a fixed rate, whenever their (cosplayed) characters are used, provided that Players generated revenue with their work. By creating a new revenue source for these companies, we aim to drastically change their current unwillingness to support cosplay.

PLATFORM INITIATIVES

Diversity efforts

As a platform with members from all around the world, we hope cosplay supporters will use our space to come together. However, we recognise that in order to appreciate other cultures, we need to work with people from other cultures, so we plan to encourage people from the globe to apply for volunteer and part-time roles with Cure WorldCosplay, and work with our Japanese team remotely.

Working with organizers of the world

There are people who organize Otaku-themed or cosplayer events all over the globe. While these organizers often coordinate and attend cosplay-related events, many have trouble connecting and participating in events overseas, and in return attracting people from other countries to their own events. With tokenized event-ticketing, organizers will be able to reach out to a global audience and share information.

Improve our platform

We will improve our platform in order to implement the tokenized ecosystem. We have received many requests from our users to do so, so we have started working on its UI design for smartphone and computer, and plan to develop an application specific to our ecosystem.

Bringing cosplay to the world

In order to create new arenas for cosplayers to showcase their talents, we are expanding our media partnerships. We are currently supporting a cosplay show on a major Japanese TV station in both planning and supervision, and are providing cosplay material to video distribution platforms around the world.

Supporting all-things cosplay

More and more companies are featuring cosplayers as part of their promotional materials and marketing campaigns. Game studios especially are taking this direction, and we love the fact that cosplay is making inroads into more mainstream media around the world. Cure WorldCosplay will help cosplayers take advantage of these offers with costume creation and modelling support.

OUR TRACK RECORDS

Cure WorldCosplay by Numbers

Hosting events across the world

Cure WorldCosplay has been in the business of Cosplay for 7 years. Our original event "Cure Cosplay Collection" has been held in and out of Japan, and we have been constantly expanding our network with cosplayers. Each year, over 200,000 cosplayers and fans enjoy our cosplay stages, with even more supporting their favourite cosplayers online from around the globe.

As an industry leader, Cure WorldCosplay regularly receives requests for consultation on regional cosplay development including measures for mobilization of attendees. We have large-scale projects inbound for global fans of Otaku culture and global deployment using live streaming in the works.

Domestic Events
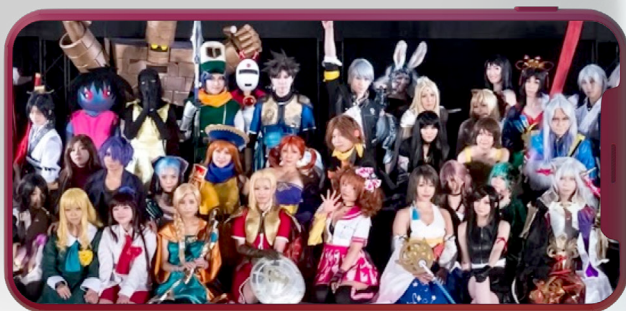
OUR TRACK RECORDS

International Events

Supported Languages
12 languages

Members
more than 720,000

SNSs operated
Facebook (250,000 Likes)
Weibo (170,000 Followers)
Twitter (13,000 Followers)

User's countries
more than 180 countries

Total posted works
more than 6.5 million images

Chile
Malaysia
Canada
Italy
Mexico
France
Indonesia
Germany
Phillipines
Spain
Vietnam
Hong Kong
Brazil
South Korea
Russia
Thailand
United States
Taiwan
China
Japan

24%
11%
10%
9%
5%
3%
2%
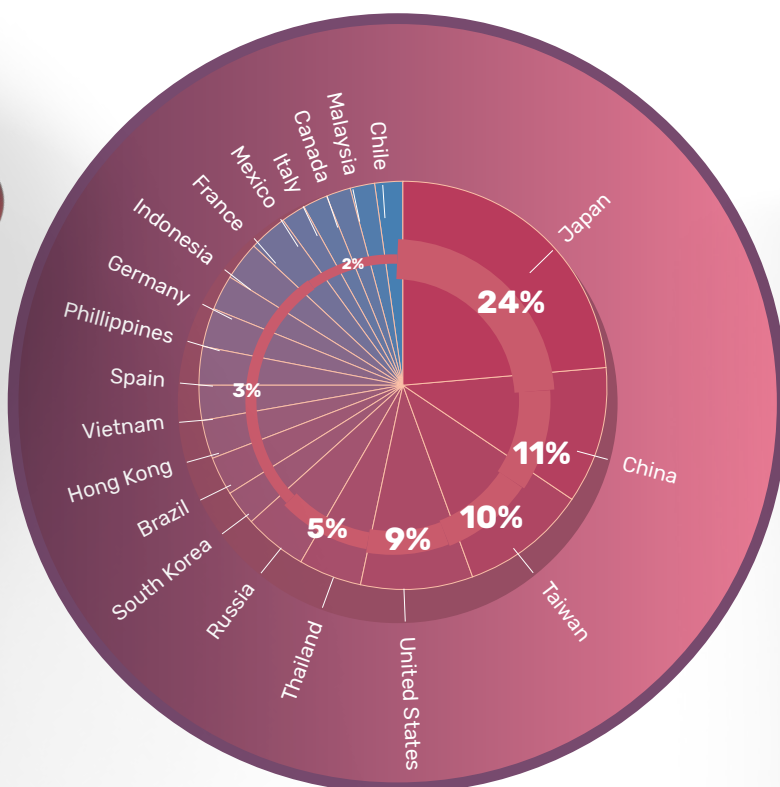
Japan
24%

Chile
2%

Cosplay Token (COT) Token Sale

Crowdsale details:

Cosplay Token will be launching its Crowdsale on the 29th of July / 00:00 (UTC) to the 31st of October / 23:59 (UTC).

Crowdsale participants will be able to purchase a minimum of 0.02 ETH.

We have added a bonus tier structure available to participants who wish to leave their tokens in escrow until a later date.

Bonuses based on escrow period:

3months (90days)	+10% bonus
6months (180days)	+20% bonus
12months (365 days)	+30% bonus
24months (730days)	+40% bonus

Cosplay Token (COT) Token Sale

TOKEN TYPE	Utility token for the Cosplay World, used within the system and to create smart tokens for cosplayers.
TOKEN TICKET	COT
COT Issuance Limit	1,000,000,000 COT
COT Sales Price	1 COT : 0.00008 ETH
# of COT on Token Sale	500,000,000 COT

Soft Cap	5000 ETH
EMISSION RATE	No new coins will ever be created after ICO.
Token Network	Ethereum (ERC20).
Distribution	Tokens will be distributed after the end of the ICO.

Token Allocation and Intended Usage of Funds

Token Allocation

- 50% Token Sale
- 15% Founders/Team
- 13% Liquidity & Operations
- 2% Bounty/airdrop
- 20% Partners/Exchanges

Usage of Funds:
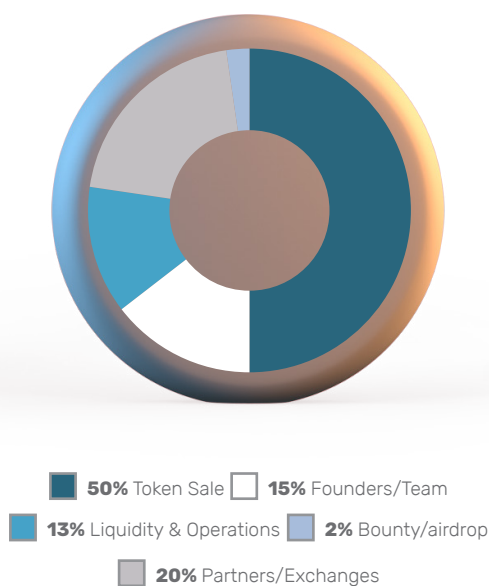
- 50% Operation
- 15% PR and Marketing
- 25% Research and development
- 10% Legal and Advisors
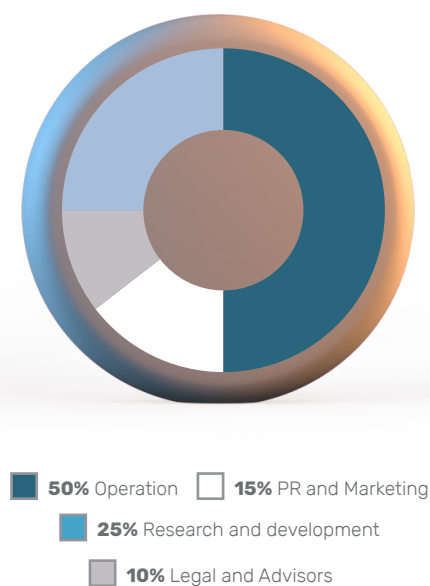
Team

Junichiro Kawai
President and CEO

After graduating from university, Junichiro joined USEN Corp, and during his first year he received the valuable new employee award. In the following seven years, he was involved in many business launches—from infrastructure to video to cross-media. In 2009, he moved to Sony Network Communications Co. Ltd., where he worked for five years before joining and leading the Japanese subsidiary of an American company, Kamcord, a video sharing service for smartphones. During his time in the US, he met people from the cosplay scene and realised the huge potential of the cosplay market. In February 2017, he founded Cure Inc. and assumed the role of CEO.

Tatsumi Inui
PR

Tatsumi has been involved in the cosplay industry for over 25 years and was managing the website before Cure WorldCosplay became integrated. In order to spread "cosplay in motion", he tours cosplay stage shows and judges contests worldwide. Tatsumi also promotes and shares his experiences across media outlets, including: TV, internet, newspapers, and magazines.

Tomofumi Yokoyama
Community

After his time as an editor for game-related publishers, Tomofumi discovered Otaku culture at Foreign Startups and entered the cosplay-sphere. He became enchanted by Japanese pop culture after getting in touch with YouTubers and Nico video hosts, and changed his career pathway to join the cosplay industry—an industry he'd always been keenly interested in. Currently, Tomofumi covers cosplay-related events and coordinates communication with cosplayers.

Yuuki Iwasaki
Marketing

Yuuki worked in the game industry after graduating from university. Later, she moved on to handle back office and marketing tasks for foreign startups, and acted as an interpreter for internal company communications. Currently, Yuki still carries out these roles, and is also tasked with being the main point of contact for overseas cosplayers.

Kazuki Foo Kaneshiro Ming Wei
Engineer

Kazuki graduated from university with a bachelor in Computer Systems and Network Telecommunications, and a bachelor of Science in Mobile Technology and Mobile Application Development. His skill set is related to Network Engineering in Server Deployment, Cell Telecommunications Deployment, and Programming. After graduation, he joined an American startup company specialising in Technology Development, and briefly worked at Facebook in San Francisco. Upon completing the startup company Zenlab, Kazuki formed his company, BrewSpark Solution Technologies. Kazui is also passionate about cosplay.

Satoko Kitajima
Engineer

After graduation, Satoko entered Yahoo! Japan and engaged in content development as the main engineer for three years. Following this, she moved to the Department of Information System for optics manufacturing for four years. Afterwards, she moved back to web system development to work on backend system on Mixi, Nico Nico Douga, and more.

Daisuke Nakagawa
Executive Officer

With extensive experience in business development, Daisuke spent four years developing new national clients in ad sales at USEN corp, and then spent the following six years engaged in acquiring video content and contents' rights alliance in the broadcasting industry. Afterwards, he worked for U.S. based video sharing platform Kamcord, as a business development/partnership manager before joining Cure Inc. as an executive officer in February 2018.

Advisors

Hiroshi Tsurusaki
Tecotec Inc. Founder & CEO

Hiroshi is accomplished in the development and operation of Fintech projects, such as security settlement systems and online portfolio management services. He is also experienced in setting up and operating a cryptocurrency exchange and was involved in implementing their blockchain wallet. He has been involved in Cure WorldCosplay since the early stages and has contributed in several ways—from advising ICO processes to providing technical support. Tecotec Inc. joins the memberships of Blockchain Collaborative Consortium (BCCC) and supports the Japan Blockchain Association (JBA).

Yudi Levi
Local Coin Co-Founder and CTO

Yudi Levi has been a technology entrepreneur for over 15 years. Yudi is the creator of Bancor Protocol, the Co-Founder and CTO of LocalCoin, and the developer of software promoting the Bancor Protocol. Before LocalCoin, he was the Co-Founder and CTO of Mytopia, Particle Code, and AppCoin.

Kiyotaka Higashide
UPCROSS Inc. Founder & CEO

Kiyotaka founded a development company in 2011, developing content for smartphones. Currently he draws from his developer experiences to distribute content. Having studied in China for four years, he is well-versed in the language, and is in charge of coordinating with China, Hong Kong, and Taiwan. Before starting his own company, he was involved in server-side programming, architecture, and more recently (over the last 10 years)smartphone app development.

Toshi Tanaka
Takumi Innovators Founder, CEO

Toshi is running an innovation and startup platform between Japan and China. Before starting this, he was with Deloitte Tohmatsu for 12 years and engaged in various projects including merger and acquisition advisory and investment consulting. Previously, he has been engaged in the development and sales of enterprise systems as a system engineer, and holds a B.A. in aerospace and rocket engineering at University of Tokyo. Additionally, he also holds a U.S. CPA certificate and has passed accounting and tax exams at the Chinese Institute of Certified Public Accountants.

Kiyoko Kato
Dream Planet

Kiyoko has been actively involved in connecting overseas Otaku events to Japan for 10 years. Consequently, she is well connected with local organizers and experts in the Otaku scene from Asia and South America. She invites cosplayers from all over the world to Japan and is involved in sending Japanese cosplayers international. Not only does she support cultural exchange projects, but helps with overseas events as a coordinator staff member. Kiyoko is also capable of speaking ten languages, to varying degrees.

Jiao Guangming
TopChain Founder

Jiao is the Co-Founder of Singapore Top Foundation, Founder of TopChain, Executive President of Shangfang Media, and CEO of UWEgame Network Tech. He has 12 years experience in the game industry and began studying blockchain in 2013. Jiao has invested significantly in blockchain projects and was honored as an "Outstanding Individual in the Blockchain Industry" in 2017.

Mo Hamdouna
Mo Works Creative Agency Founder

Founder of Mo Works Creative Agency, Mo has over 10 years experience in design and marketing. Best reflected by the success of Mo Works, a high-growth agency specialising in emerging technology and blockchain projects. His mission is to help others recognise that design and strategy are imperative to developing businesses, products, services and culture. Alongside his team, Mo has contributed to over $30mil in funds raised from the public. Mo's hands are wrapped around the globe with influence in Australia, South East Asia and MENA region.

Legal Advisors

Alex Schueli
Behindblocks FinTech and RegTech lead

Alex holds a Bachelor of Laws from L.I.U.C. and a Master of Laws from H.K.U. Before focusing on the regulatory development of digital assets financing, he spent 10 years in the operational set-up of technological and financial service projects. Alex argues for a regulatory framework that fosters innovation whilst providing protection and transparency to token holders.

Michael Titus
Titus & Co

Principal of the firm, Michael advises on cryptocurrency compliance and strategies for token generation events by understanding the ever-changing global regulatory environment of cryptocurrencies. He received his Bachelors of Science in Finance from Lehigh University, followed by a Juris Doctor degree from the City University of Hong Kong. Michael has subsequently obtained his Master of Laws from New York University.

Website and SNSs by Cure WorldCosplay

Register for the Cure WorldCosplay Whitelist on our ICO website, or share information, ask questions and exchange messages in one of our Telegram groups.

- ICO website: **cot.curecos.com**
- Telegram (English): t.me/cosplaytoken
- Telegram (Japanese): t.me/icocurewcosplay

- Platform website: **worldcosplay.net**
- Facebook: facebook.com/CureCosplay
- Twitter (English): twitter.com/WorldCosplayNet
- Twitter (Japanese: twitter.com/curecos
- Weibo: weibo.com/worldcosplay
- Reddit: reddit.com/r/cosplaytoken
- Medium: medium.com/cosplaytoken

Disclaimer

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This document contains forward-looking statements or information (collectively "forward-looking statements") that relate to Cure's current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may", "will", "expect", "anticipate", "aim", "estimate", "intend", "plan", "seek", "believe", "potential", "continue", "is/are likely to" or the negative of these terms, or other similar expressions intended to identify forward-looking statements. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause Cure's actual platform ("Cure WorldCosplay") and results to differ materially from those indicated in these statements.

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 Cure's Cosplay Token ("COT") is not intended to represent a security interest, it does not confer direct or indirect right to Cure Holdings Limited's capital or income, nor does it confer any governance right within Cure Holdings Limited; a Cosplay Token is not proof of ownership or a right of control over Cure and does not grant any asset or share in Cure, or in the Cure network. A Cosplay Token does not grant any right to participate in Cure Holdings Limited's or its network's management and governance. Therefore securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable. Cure nevertheless does its best to warn of the potential risks any purchaser of the Cosplay Token could bear. COT is a utility token which has a function on the Cure WorldCosplay platform and is not intended to have a performance or an intrinsic value outside the platform and shall not be used or purchased for speculative or investment purposes. Acquiring COT and storing them involves various risks, in particular the risk that Cure may not be able to launch its operations and fully develop its technology and provide the services promised. In deciding whether to participate in a potential Cosplay Token sale, please consult with your technology, financial, legal or other knowledgeable professional advisors. As anyone purchasing COT expressly acknowledges and represents that she/he has carefully reviewed this white paper and all relevant associated documents and fully understands the risks, costs and benefits associated with

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a purchase of COT. Furthermore, given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase, ownership and use of COT and the platform according to their nationality and place of residence.

Regulatory authorities are carefully scrutinising businesses and operations associated to digital assets in the world. In that respect, regulatory measures, investigations or actions may impact Cure's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Cosplay Token must be aware that Cure business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire Cosplay Token acknowledge and understand that neither Cure nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes. Any eventual publication, distribution or dissemination of this white paper does not imply that the applicable laws, regulatory requirements, or rules have been complied with.

ONLY individuals and institutions knowledgeable and experienced in the features and risks of digital platforms, digital assets, blockchain technology and smart contracts, and fully understanding of the risks associated with a crowd sale as well as the mechanism related to the use of cryptocurrencies and sufficiently knowledgeable and experienced in financial and business matters should consider using the Cure WorldCosplay platform and acquiring the Cosplay Token. Any interested person who is not in the position to accept or to understand the risks associated with the platform and the Token should not consider acquiring COT.

The use of Cure WorldCosplay services as well as the acquisition and use of COT may require the positive conclusion of an AML/KYC identification process.

Cosplay Tokens are based on the Ethereum protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Ethereum protocol may cause the Cure World Cosplay network to malfunction or operate in a way that is not expected.

If you are reading this document in a language other than English, please read the latest English version as it prevails to the extent of any inconsistency.

This version of the white paper supersedes any previous versions.

Revision History

UPDATE DATE	VERSION	UPDATE CONTENTS
01/11/2018	1.0	Publish first edition
01/18/2018	1.1	5. Future initiatives by the Platform is added
02/23/2018	1.2	Token Sale Schedule is updated. Team and Advisers are updated
03/10/2018	1.3	Token Sale Schedule is updated. Team and Advisers are updated
04/08/2018	1.4	Token Sale Schedule is updated.
05/11/2018	1.5	Advisers are Updated. 15. Disclaimer to White Paper is added.
05/28/2018	1.6	Advisers are Updated.
06/06/2018	1.7	Various reworks and updates. Token allocation updated