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01. ABSTRACT

1. Abstract

According to the Organization Internationale de la vigne et du Vin (OIV), grapes were planted on 7.5 million hectares of land worldwide as of 2014, in order of area, followed by Spain, France, Italy, the United States, Portugal, Argentina (modified data did not include vineyards in Turkey, China, Iran, Romania, and OIV for edible grapes).

Vineages around the world have increased in area since 2011 after a long downward trend. The broadest European vineyards account for 60% of the world's vineyards, followed by Asia, America, Africa, and Oceania. Aside from the difficulty of measuring the actual amount of grapes used in wine brewing in some countries, for example China, we can see some fundamental changes, most importantly, production in Europe has declined over the past 20 years, and production in the southern hemisphere and China has increased.

Although there was a pause during the crises of 2008 and 2009, international trade grew by 100% in amount and 60% in quantity, respectively, compared to 2000. But the dynamics are very different. France, a former leader, has seen its market share decline, but in terms of amount, it is the world's No. 1 wine exporter, beating Italy. In the long run, the decline in France's exports is explained by the rise of the New World and the increase in exports of Spain, which ranks first in quantity along with Italy.

**Wine Market, 2018-2030 (USE Billion)
CAGR Around 6.1% from 2022 - 2030**

489.3

825.5

2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030
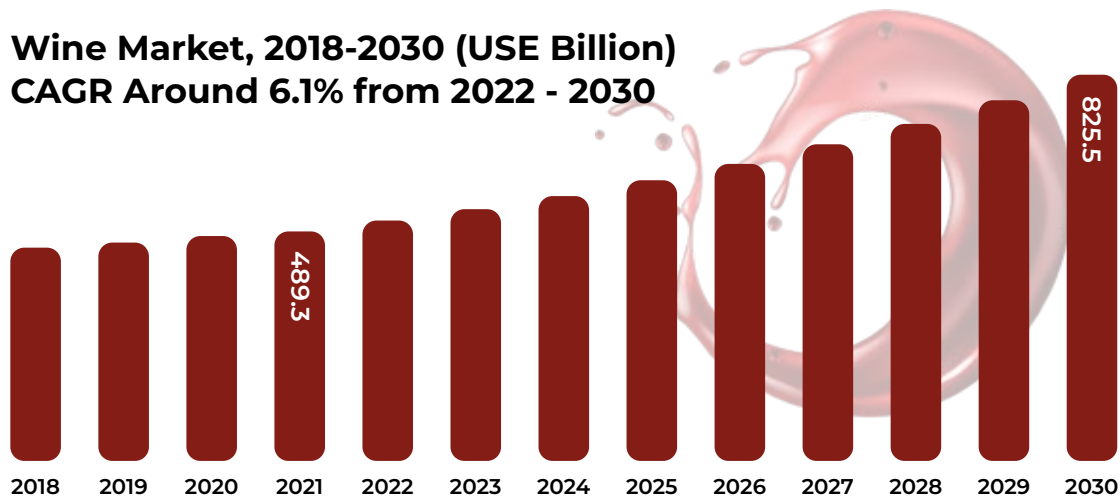
The global wine market was 489.3 billion dollars in 21 years and is expected to grow 6.1% annually from 2022 to 2030. The global impact of COVID-19 has had an unprecedented negative impact on all markets, with a -6.79% decline in 2020, but the rapid increase in CAGR is attributed to market demand and growth, returning to pre-COVID-19 levels.

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White Paper v 1.0   **02. INTRODUCTION**

Global wine market share, by distribution channel, 2020 (%)

- On-trade
- Off-trade

With the global wine industry's market growing every year, Offline occupies a larger share than Online channels. The online channel sector is expected to grow at an average annual rate of 15.3% from 2021 to 2028, according to GrandivieЁwResearch.

As knowledge and information become commerЁcially valuable in modern society, the discussion of copies left to support the shared discourse of knowledge and 'knowledge' is an important part of the discussion. Rather, there is a copyright claim that the original owner should receive appropriate compensation for using it, saying it is an individual's property.

Reward system X

Pre-validation of the answer X

Copyright issue

Most knowledge-sharing services in Korea, including large platforms that mainly use Q&A, implicitly demand pure and voluntary donations from users who are knowledge workers. This is because it is judged that the copy-left discussion is suitable for the service. Of course, neither copyright nor copyright discussion can be judged to be wrong, but it is true that the copy-left discussion has caused more problems than the copy-right discussion, at least based on the main purpose of knowledge-sharing services that produce reliable, high-quality knowledge content.

Problem	Solution
No motivation system present	Cryptocurrency incentives for activists benefiting the knowledge ecosystem
Pre_validation of the answer X	Certified professionals and field practitioners in each field
Content Copyright Protection Unavailable	Using Blockchain Technology with Data Irreversibility and Anti-Forgery Characteristics

A good answer reflects both the quantitative and qualitative labor of the respondent. Quantitative labor refers to the input of resources using domain knowledge necessary to answer questions and requests for knowledge, and qualitative labor refers to the time, sincerity, and effort required to input such knowledge.

There is no compensation system corresponding to this quantitative and qualitative labor, and it is consistent with human legitimate compensation psychology. Since there is no mechanism to do that, respondents will respond briefly and encourage visitors. Advertising answers and prank answers are the main factors leading to the inevitable vicious cycle of production. In other words, why should I spend so much time giving knowledge and information about what I know? There is a persistent problem with.

In this market situation, Wiven uses its platform to create a DAO-type wine community and exchange more accurate information through the exchange of various wine information, and creates a patent proof (author), a proprietary blockЁchain verification system using NFT technology.

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03. WIVEN
BlockChain

03.Wiven Blockchain

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The verification system of blockchain, which is the base of Wi-Fi is based on the concept of social mining.The core of authorities, which is the core of the use of the use of the WIVN network is the definition of verification.This can't be easy, and it can't be able to give up.This must be able to filter the candidates who can avoid evil, and reliability of all verification and reliability of the system through the same procedure.

Certificate = Proof of authority + proof of attendance

Through this, travel that requires movement between countries can benefit from the distributed characteristics of the blockchain. Blockchain allows you to build an infrastructure that does not have an integrated data store, and these systems can better respond to hardware malfunctions or malicious attacks, making them available to users with confiÉ dence.

3.1 Wine Information Sharing Platform
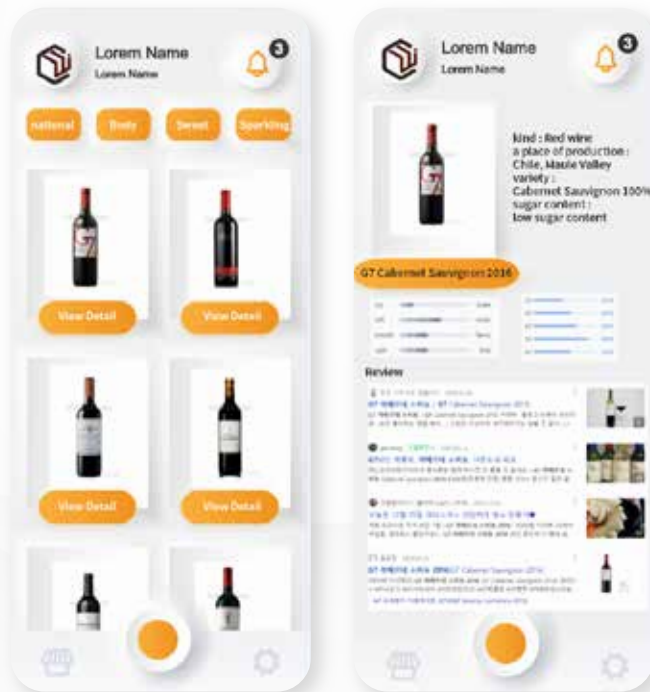
Through WIVEN's APP, you can see information on various wines, or you can update the reviews and information directly for the wines you encounter. At this time, the prepared reviews and information are dataized and stored, and rewards are paid to the created user. The reward can be swapped with WIVEN, and can be used at the WIVEN closed mall, which is scheduled to open later at the WIVEN point state. In the closed mall, the ratings are set differently depending on the number of stakings on WIVEN, and the staking rewards for each grade and the discount range are set differently.

3.2 NFT Wine Stamp

NFT Wine Stamp is a collection certificate in the form of NFT by bookmarking the wine you drank, and if you take a picture of the wine you drank and upload it, you can get an NFT stamp that proves that you drank it by NFTizing the wine name and image year.

In addition, only users with wine stamps can evaluate the sugar content and body quality of the wine, and recommend foods that go well with the wine. This information can be stored as big data and used as a tool to facilitate data analysis and marketing activities as data that can be viewed and judged by other users when searching for the wine.

3.3 WIVEN Ecosystem
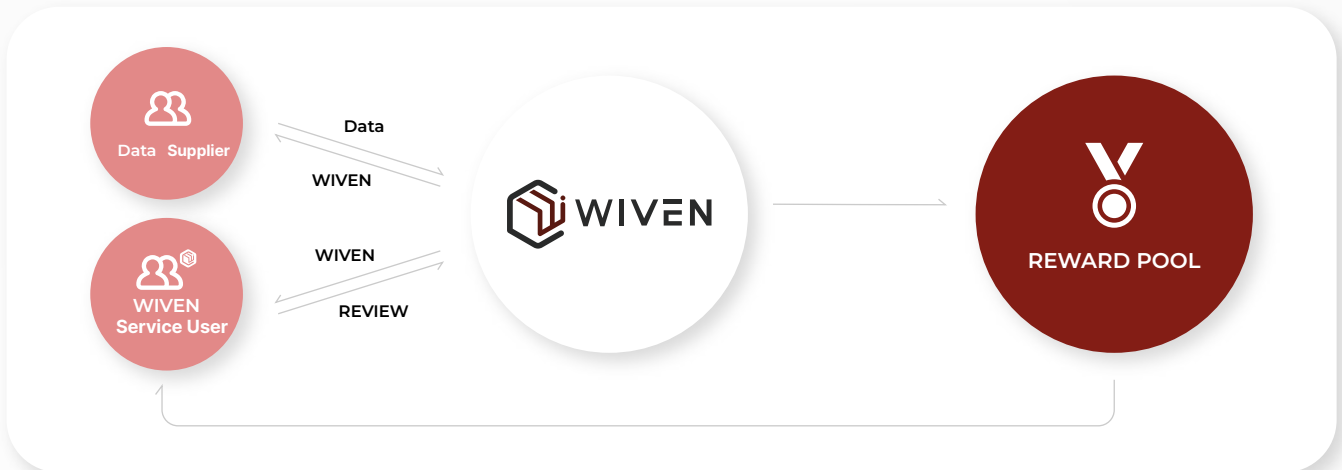
Wiven's blockchain is divided into wine information and review data and flat parts through information integration and utilization. As the subject of providing and managing information held by the co-owner, data that has obtained consent to provide personal information is safely collected by Wiven and is paid to the co-owner as a reward. Users can use the information shared by the sharers by paying and utilizing WIVEN, and it is created in a virtuous cycle structure that can be rewarded through review and re-sharing.

3.4 WIVEN Layer
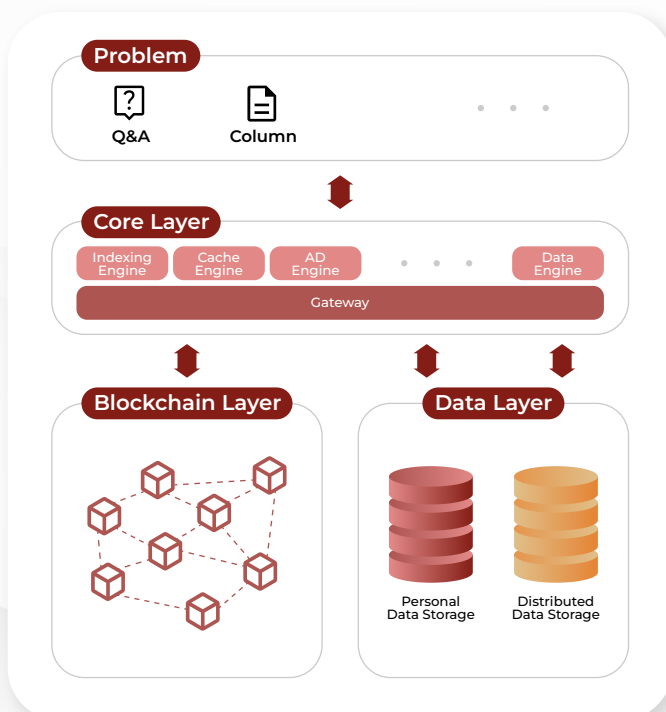
The Wiven service is largely composed of four layers of application/core/blockchain/data. Weiven does not follow blind decentralization in every way. Centralized and decentralized solutions are mixed according to the characteristics of each layer. For example, tokens and what is related to the transaction information of tokens are managed by the blockchain, but data that is not related to wine information is managed through a centralized repository.

3.4.1 Application Layer

A front layer that allows the user to use the Wiven platform directly. The front may be a reactive web platform, a smartＥ phone application, or the like. The front layer serves to deliver the user's request to the core layer and display the response received from the core layer to the users.

3.4.2 Core Layer

The core layer processes the request from the application layer. If necessary, it communicates with the blockchain layer or the data layer, and specifically includes the following submodules.

| **Compensation Engin** | The participation score is calculated according to the user's action. It communicates with the blockＥ chain layer to pay token compensation to each user according to the confirmed participation score. |

| **Data Engine** | Return or process the necessary data at the request of the user. It communicates with the data layer and, if necessary, with the caching engine. |

| **Caching Engine** | It serves to mirror or cache data recorded in distributed storage. If the information needed to process a user's request is in the distributed repository, the primary checks the cached database, and requests information from the distributed repository only if there is no cached data. |

| **Advertising Engine** | Tokens used in advertising by advertising engines are partially incinerated at a certain rate and some are paid as compensation to users. The advertising engine communicates with the blockchain layer for token burning and sends a request to the compensation engine for compensation payment. |

3.4.3 Blockchain Layer
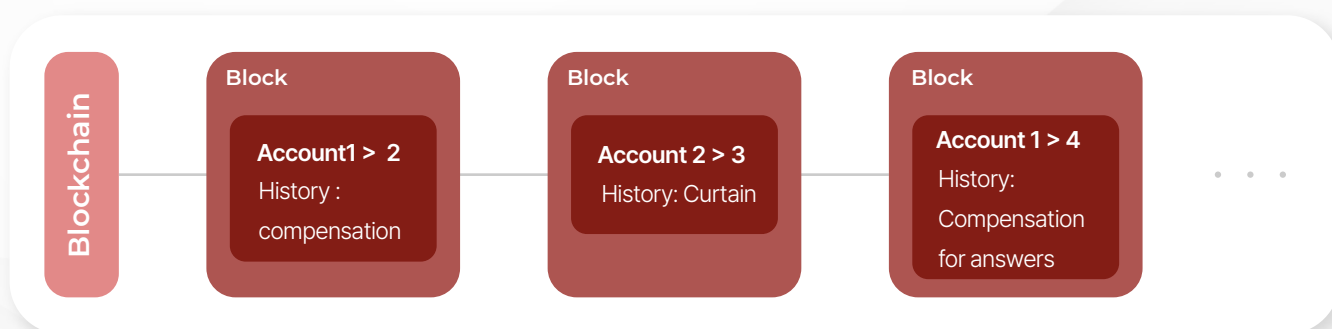
3.4.4 Data Layer

A data layer is a layer that stores all information related to a service. All remaining data (such as user-generated content such as user's account information, questions, and answers) except for the transaction information of tokens recorded on the blockchain will be stored. Among them, all information corresponding to personal information (e.g., mobile phone number, password, etc.) is encrypted and stored. Currently, all information is stored in the central DB, but if it is deterＥ mined that there is a practical benefit to decentralize certain information in the future, the information will be managed using distributed storage.
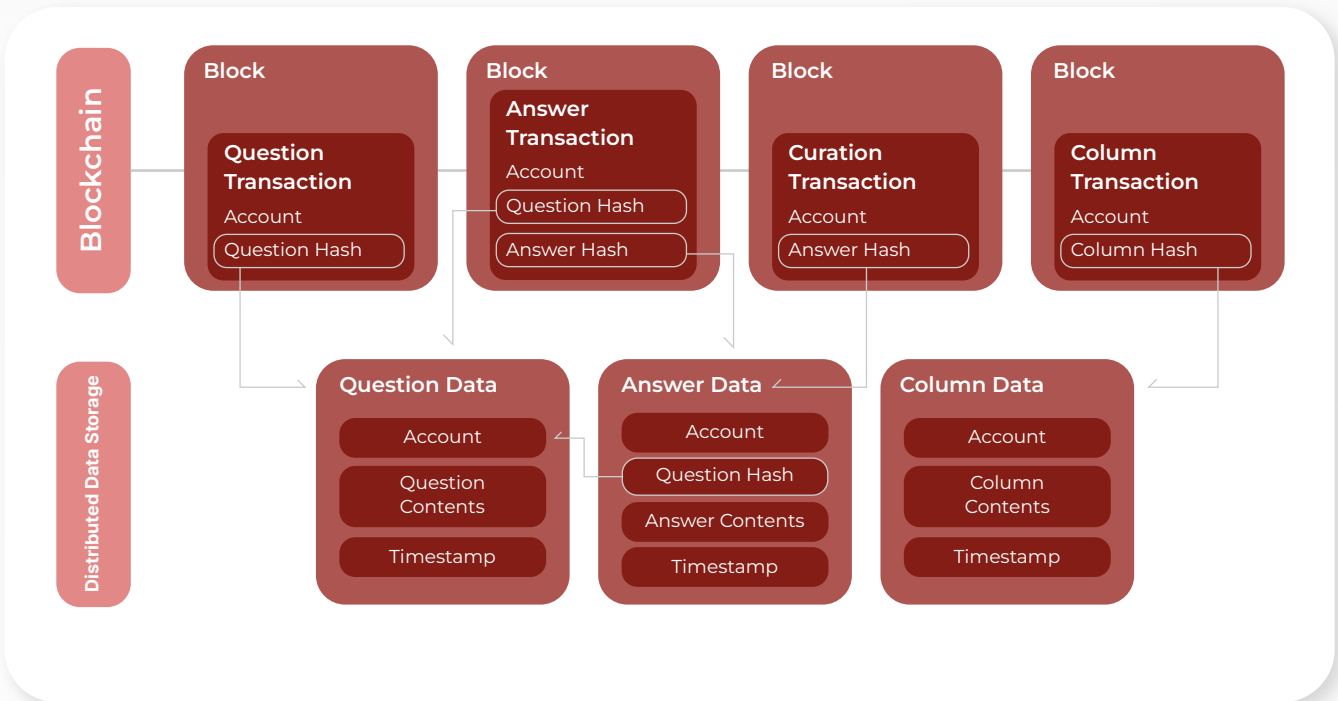
If all questions and answers are recorded in the transaction, the processing performance of the transaction decreases and the fee burden increases. Therefore, it is necessary to store the actual content in a distributed file system (DFS) such as IPFS, and to lighten the transaction by putting only the hash value, which means the location of the data on the distributed storage, in the transaction. Lightening the transaction can reduce the burden on the blockchain to speed up the processing of the transaction and minimize the fee.

3.5 Reward System

The mileage (compensation) used in WIVEN can be converted to WIVEN TOKEN, a token of WIVEN. The path through which compensation can be obtained is as follows. Compensation for activities in the WIVEN ecosystem is paid from the transaction record verification system compensation, and is calculated based on the moving average over a certain period of time to determine the amount of compensation, preserve market value, and prevent changes in compensation paid. In this case, the user may vary in compensation paid according to each activity details.

$$A_t = \frac{\sum_{now-t}^{now} S_i}{t}$$

A_t : : The period of average travel reward pool

S_i : Rewards Pool of the quantity that point

t : Moving average calculation period

At each time of compensation settlement, a certain percentage of the reward pool moving average becomes the total amount of compensation at that time.

$$T_t = r \times A_t$$

T_t : Total amount of compensation for the time

r : Percentage of compensation payments

(increased incrementally by up to 10% relative to the number of participating users)

Rewardpool is charged through all sales generated on the platform (information provision cost, advertising revenue, corporate promotion, marketing, promotion, etc.). Until the ecosystem service is stabilized and the reward pool is charged without external assistance, the reward pool is initially charged with the marketing token allocated. The activity index is an indicator of how actively users use the WIVEN ecosystem. The activity index aims to encourage ecosystem activities, and is judged comprehensively by weighting each factor such as medical data sharing, ecosystem community writing, and token holdings within the period, and is reset at the end of each period.

$$G_t = \sum w_f \times f_t$$

G_t : Activity index for the period

w_f : By compiling the elements

f_t : Activity index of each element the period

The compensation score is a comprehensive score based on the number of activities. The compensation amount of the corresponding fluid is determined according to the number of compensation point. The total distribution of activity index is assumed that it is based on regular distribution by converting regular distribution. The reason for using standard points is to prevent the influence of new oil is excessive, and prevent the influence of minority Yoo's influence.

$$M_x = g \times \frac{G_x - m}{\sigma} + 100$$

M_x : User x's reward score for the period
(minimum value of M is 10)

g : Standard score correction value

G_x : Activity index of user x for the period

σ : Standard deviation of the g

m : The average number of g

The user receives compensation based on a compensation score that comprehensively reflects recent activities. The ratio of compensation paid to encourage user activities is calculated by the following formula.

$$P_x = \frac{M_x^p}{\sum_i^n M_t^p}$$

P_x : Percentage of users x will be rewarded

M_x : A score of compensation from the user x

P : Weight (change according to ecosystem activity)

Users will be paid in compensation to the day compensation percentage of the total amount of compensation t p will receive remuneration.

$$R_x = P_x \times T_d$$

R_x : Compensation of the user x

P_x : The coverage ratio of user x
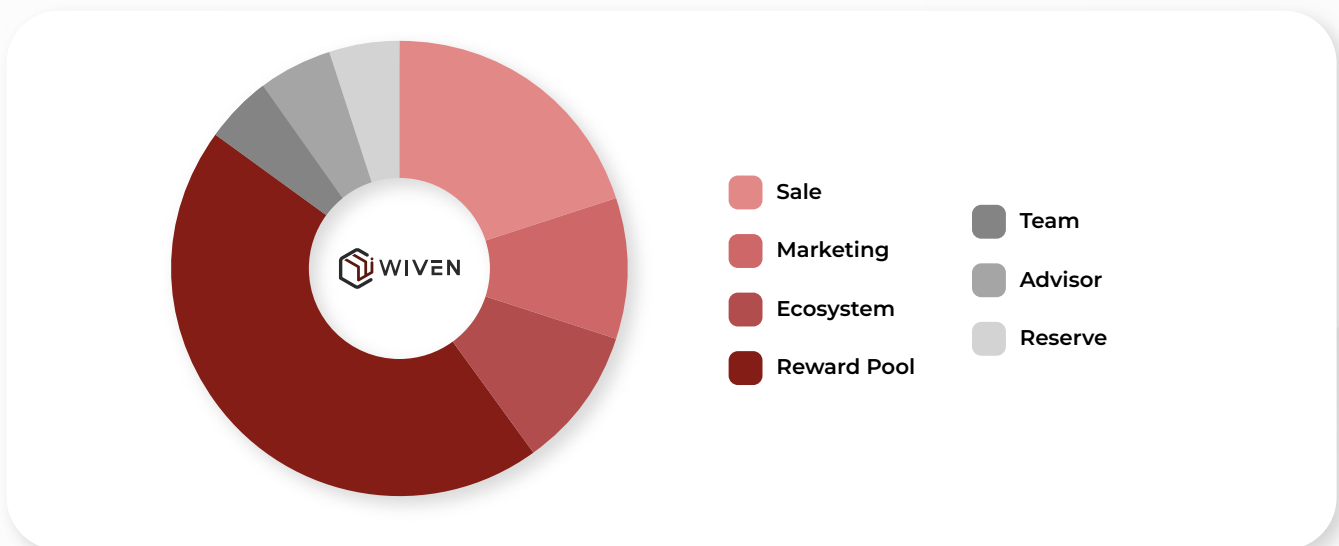
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04. WIVEN TokenModel

04.WIVEN Token Model

4.1 WIVEN Token Overview

The total issue volume of Wiven is 1,000,000,000 units. There is no inflation after initial publication.It is a medium for interaction between ecosystem participants and is used as a security for incentives for voluntary ecosystem activation of participants, payment for data use, consideration for dispute mediation, payment for service provision, and guarantee of contract performance.
Wiven is issued as an Ethereum mainnet-based token (ERC20), and conversion of other protocols can be considered depending on the requirements for achieving the roadmap later. In this case, the already issued WIVEN is converted into a token based on the new protocol.

4.2 Token Allocation

Sale
Marketing
Ecosystem
Reward Pool
Team
Advisor
Reserve

| Sale : 20%

It is the volume sold for the growth and development of WIVEN in the early stages, and will be used as an Ecosystem and Reward Pool for the remaining volume sold during the period.

| Marketing : 10%

Various marketing activities are conducting various marketing activities for WIVN.It is used for securing the WIVN token participants, and ecosystem stability are used as cost for continuous promotion of projects.

| Ecosystem : 10%

10% of the total issuance of the WiOT7 project is distributed to build a virtuous cycle ecosystem.The token distribution is assigned to the most smooth platform, and sets the distribution amount of distribution by platform.

| Reward pool : 45%

It was assigned to the view of users used within the platform of WiVIVN.To increase the value of token, it is important to use tokens for various services.Through various partnerÉ ships, including WIVN platform, including WIVN platform, including WIVN platform, providing various types of compensation partnerships, including WIVN platform.

| Team & Advisor : 10%

It is the quantity assigned to teams and advisors leading WIVEN's initial project planning and design and continuous development.For the growth of the WIVEN project, it is regulated not to be distributed outside for a certain period of time, and is used for continuous ecosystem expansion and system operation using WIVEN.

| Reserve : 5%

In order to smooth supply or Ecos system, and Ecos system is assigned to smooth supply and Ecos system.

WIVEN

05. Team

05.TEAM

Harry hwang

CEO - Wiven (2023 - Present)

Wine BAR - general manager of operations (2021 - 2022)

Maverick Agency - marketing director (2018 - 2021)

CLOUT - marketing director (2014 - 2018)

Mythic Race - marketing director (2011 - 2014))

Shane A. Perkins

CTO - Wiven (2023 - Present)

Career Coach/Founder - SP Consultancy (2014 - Present)

Lead Engineer - Xiaomi Technology Singapore (2019 - 2022)

Senior Software Engineer - Garmin (2015 - 2018)

Senior Software Engineer - Fitbit (now a part of Google) (2010 - 2014)

Mobile Developer - Infopulse (2008 - 2010)

Liam Santos-Walsh

CMO/COO - Wiven (2023 - Present)

Growth Marketing Manager - Tiktok Singapore (2018 - Present)

Senior Growth Marketing Operations Manager - Lyft (2014 - 2018)

Marketing Manager - Udemy (2010 - 2013)

Account Executive - Ogilvy (2007 - 2010)

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06. Roadmap

06.Roadmap

2024

2024 4Q

- WIVEN project Planning
- WIVEN Platform
  app Development

2025

2025 1Q

- WIVEN Token Issuance
- WIVEN NFT
  minting system Development
- Reward system build

- WIVEN wallet Development
- Database build
- Global Marketing and
  Partner Deployment

2025 2Q

- Staking system Development
- WIVEN Platform BETA test

- WIVEN Establishment
  of Closed Mall

2025 3Q

- WIVEN Platform
  app Launching

- WIVEN Establishment
  of Closed Mall

2025 4Q

- WIVEN Platform app development
  WIVEN Platform globalizatino expansion of services

07. Others
(legal notices, etc)

WIVEN

07. Others (legal notices, etc)

Please read and refer to the notice below before participating in the token transaction.

Please note that this notice applies to everyone who reads this white paper and that the notice may be changed or updated. If you are unsure about your future decisions regarding the WIVEN project, we recommend consulting other experts, including legal, financial, and tax. The information provided in the white paper and on the homepage is a reference and does not provide advice regarding the purchase of 'WIVEN'. In addition, all transactions, including the purchase and sale of VICTORK, and decisions concerning them shall be made at the responsibility of each party.

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