

MKC coin



1. Overview of MKC

which have emerged as one of the pillars of the global financial industry, and the cultural revolution of K-pop and K- Korean wave, which the world is passionate about, are connected with money. It is changing and evolving rapidly .

In the field of culture and art, enjoyment is fixed only in the act of ' consumption ' in the 4th industrial revolution. It can be expanded to include the production and distribution of cultural and artistic contents through cultural environment, experience , and education .

technologies driving the 4th industrial revolution, such as big data , artificial intelligence , Internet of Things , and cloud, are We must not only drive changes in the industrial structure, but also bring about changes in cultural contents through innovation in culture technology (CT) . The proliferation of smartphones and the Internet of Things is expected to disrupt the vertical division of industry , and build an ecosystem that can maximize user utility, such as network connectivity and service platform advancement .

frontier of culture and art Korea has experienced remarkable growth in terms of enhancing the national image and direct and indirect economic ripple effects as the Korean Wave started booming in the 2000s . The Korean Wave boom centered on dramas in the early 2000s led to the popularity and spread of K-Pop in the late 2000s .

K-Pop boomed in Japan and China and expanded to Asian countries, it has recently grown into a ' culture in the world ' . Currently, the number of K-Pop fans around the world has exceeded 150 million , and Korea 's music content market has jumped to the 7th place in the world . The rapid growth of Korean content exports and related ripple effects can be easily seen in the size of exports . From \$ 2.687 billion in '09 to \$ 8.814.44 million in 2017 , it grew rapidly at a CAGR of 16% . The number of K-Pop clubs increased from 987 in 2013 to 1,843 in 2018 . . In addition , the number of domestic tourists coming from K-Pop exceeded 10 million in 2012 and is on a continuous growth trend, and played a role in bringing in 15.34 million tourists in 2018 .

1. Overview of MKC

order to expand the continuous growth and foundation of K-Pop and to preoccupy the global performance ticketing market , the MKC platform has received a priority examination decision for three invention patents using simple , transparent, and reliable cryptocurrencies. , **received two patents on June 8 , 2022 .**

1. Mobile ticketing system using

2. Event management system using

the future , the MKC platform will be used as a payment method coin for K-Pop concerts , webtoons , moving toons , online goods , and personal broadcasting gift items that will lead the Korean Wave .

MKC through the growth of the MKC platform It can be recognized that the coin is a virtual asset that can grow in value, and the expectation of an increase in the value of the token will create demand for MKC and provide incentives for long-term storage .

In addition , with the growth of the MKC platform , MKC Continuing in the global entertainment market It will be established as a new cryptocurrency that can be used as a virtual asset with possible value .

1. Overview of MKC

MONEY K-POP CULTURE

We are now living in the platform age . If you create a space where many users can play on one competent platform, and you can catch two rabbits of profit and fun in that space, the play space will grow globally with continuous growth. A new world , our stage 'MKC COIN' will create that world .

INTRODUCE COMPANY



MKC
PLATFORM



MKC
K-pop
domestic
performance
overseas
performances



MKC
Boryeong Pop Cat
Land



watching
a show
travel
tour

2. Logo symbol

K-POP performance meets

(MONEY K-POP Culture)

MKC Coin is

MAN- NET to guide the K -POP global performance system ,

become our all users ,

Through blockchain technology, you can purchase a viewing ticket with one
coin.

Create a platform where we can all make money , " a leader in global
finance and performance " In the sense of

'K ' We are spreading the symbol to the world It was made by figuring it out .

3. MKC COIN Policy Direction

K-POP Performance & PLATFORM LEADER

MONEY K-POP CULTURE issues a blockchain MAIN-NET COIN for the global cultural content industry so that K-POP enthusiasts can use concert tickets more easily. It is designed MKC COIN . In particular , a platform where we can all make money, a new paradigm of global finance , all users who have invested in MKC COIN can become the owners of MKC COIN, so that anyone can become the coin they want, and take the lead so that the world can become one We will go forward again and again .

K-pop Hallyu culture becomes the center of world culture , K-CONTENT We will create a system that integrates business technology innovation , process innovation , and all finance into one MKC

COIN MAIN-NET SYSTEM

MAIN-NET COIN composed of
advanced technology
Available at a low fee

-CONTENT

A company aiming for the



Global performance tour
tour
Global performances and
overseas travel
Monetization through package
tours

AI technology
A future-oriented company that
grafts various industries with
blockchain AI technology !

Boryeong Popket Land MKC Ticket Reservation

The largest water amusement park in Korea Real life
application through

4. The direction of the K-POP market

K-POP market, you can become a leader in the flow of finance and new cultural innovation .

4.1 Growth of the cultural contents market

Recently, in the cultural contents industry , the process of distribution and diffusion of products is rapidly changing thanks to the expansion of the Internet and SNS , and the development of new video platforms .

and video industries, which play an important role in the cultural contents industry, are also seeking change by reestablishing business models in line with these changes and introducing production and distribution methods tailored to the new infrastructure environment .

, the main consumers of cultural content were mainly in their 20s and 30s , but as the content consumption environment changes and providers' marketing strategies diversify, the main consumers of cultural content are expanding to all age groups . The expansion of major consumer groups is expected to breathe new vitality into the cultural contents industry and greatly contribute to the growth of the cultural contents industry as well as related industries such as travel and fashion .

Netflix and YouTube is greatly expanded in the domestic market, new business models are expected to be continuously created centered on broadcasting , movies , and music .

Under the influence of these changes, investment has been enlarged and sales have been diversified, and its business feasibility is being strengthened and profitability is also increasing . In particular, as the global popularity of K- contents of various genres such as music , movies , broadcasting , games , and webtoons continues, the export volume of K- contents has steadily increased , making it the 7th largest market in the world .

The domestic content industry has not only established itself as one of the important industries to revive the national economy due to the effect of the Hallyu craze, but is also contributing greatly to enhancing the competitiveness and national image of related industries such as consumer goods and tourism .

4.2 Current status of Hallyu culture industry

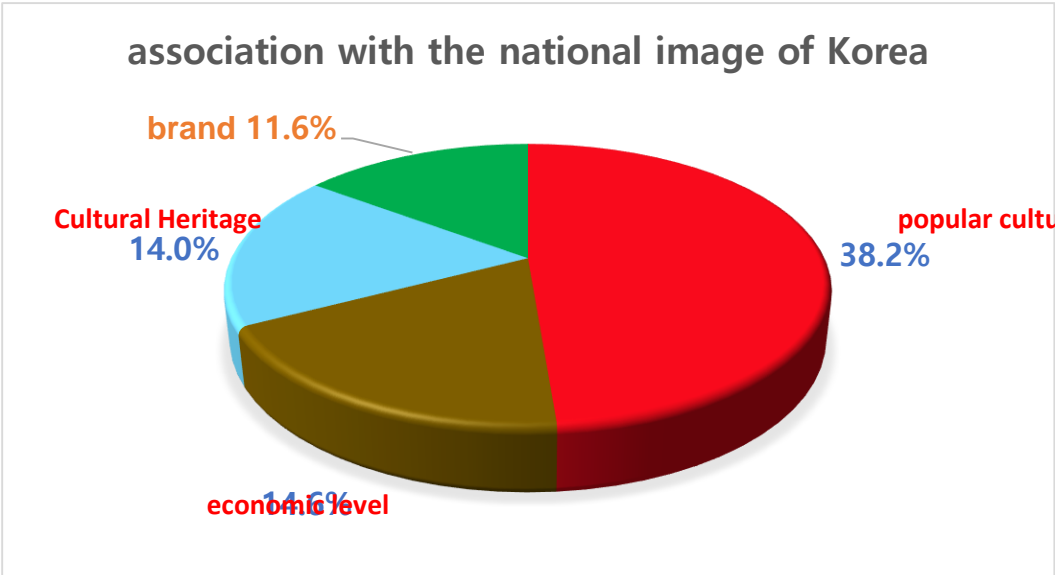
With the onset of the Korean Wave boom in the 1990s , Korea 's national image and economic aspects saw remarkable changes . The drama-centered Hallyu boom in the early 2000s led to the popularity and spread of K-Pop in the late 2000s .

In the Hallyu culture industry, the scope and depth of demand for contents from overseas is increasing along with the continued growth trend of the domestic industry . In addition, since the global financial crisis, the export value of the Korean Wave culture industry has increased significantly compared to before . This increase in overseas demand is manifested in various ways, such as direct entry , co-production , manpower export , 3D or VFX technology project orders , and overseas concerts .

In addition, the evaluation of the artistic perfection of cultural contents is increasing day by day . In addition to the saturation of the domestic market, the Hallyu phenomenon is further expanding and deepening due to the unique locality and universal characteristics of cultural contents , and the unique characteristics of contents that are hard to find in other countries . As a result, the need for the Korean Wave culture industry to advance overseas is increasing day by day .

4. The direction of the K-POP market

Korea 's national image is represented by the Korean Wave, culture is far superior to technology in terms of enhancing national prestige . In the '2019 National Image Survey Results of Korea ' conducted by the Ministry of Culture, Sports and Tourism , Korea's popular culture (K -pop), movies , literature, and other popular culture took the first place with 38.2% as factors influencing the positive image. . It was followed by economic level 14.6%, cultural heritage 14.0%, and Korean products and brands 11.6% .



The media platform is emerging as an important issue along with the maturation of these Hallyu cultural contents . Given that content and media have complementary characteristics, we need to develop our platform into a competitive medium in addition to enhancing the competitiveness of Hallyu cultural content .

< Changes in the Korean Wave >

nine minute	Korean Wave 1.0	Korean Wave 2.0	Korean Wave 3.0
city energy	2000 's	2010s _	2020s _
special jing	The birth of the Korean Wave	spread of the Korean wave	Diversification of Hallyu
core genre	drama	K-Pop	K-Culture
page le	movie , music	K-Pop	Korean popular culture
target country	Asia	Asia . USA, etc.	Worldwide
main consumer	mania	10-20s _	Diversification of age groups
major media	broadcast	YouTube , social media	various media

4. The direction of the K-POP market

Hallyu has different characteristics depending on the stage of development, but has a common goal . In other words , it is about empathizing and communicating with the world . The creativity and uniqueness of Korean culture made the Korean Wave possible by acquiring global universality .

The success of Korean dramas in the Asian region is because the values of traditional Korean families reproduced in the dramas were able to form a universal sympathy with viewers in Asian countries .

In addition , the lightness of the group dance derived from traditional culture played an important role in the global popularity of K-Pop . There is a view that the success factors of K-Pop are that production , distribution and content satisfy the needs of global consumers . However, what must be added here is which element of the content satisfies the needs of consumers .

That is what differentiates the Korean Wave from other countries' cultures and is the source of the Korean Wave craze . One of these sources is traditional culture . The roots of the dynamic dance of the idol group can be traced back to the traditional dances of the Samhan period . Traditional culture is unwittingly inserted in the process of creating something new, whether it be a drama or K-Pop . The globality and currentity pursued by Hallyu is the process and result of the mutual influence of traditional culture , art and culture, and popular culture . This is fusion . In other words , the Korean Wave is cyclical . This is because the Hallyu leads to the rediscovery of traditional culture in Korea, and traditional culture is again virtuously cycled into the Hallyu of cultural art and cultural contents .

4.3 Global Entertainment Market

The global cultural contents industry continues to grow . As of 2012 , the size of the global entertainment market is estimated to grow by 5.1% compared to the previous year to reach \$ 1.638 trillion , and is expected to grow at a CAGR of 5.6% over the next five years , reaching a market size of \$ 2.15 trillion in 2017 . prospects (PwC, 2013). The game industry is expected to grow the most , while movies and music are also expected to see stable growth .

< Global Entertainment Market Status > (Unit : 1 billion dollars)

Field	2011	2012	2013	2014	2015	2016	2017	CAGR
TV subscrip tion	201	209.5	218.8	227.9	236.3	244.7	252	3.8%
TV commerci als	155.7	162.1	149.2	178.8	182.3	199.4	209.4	5.3%
music	50.1	49.9	50.5	51.3	51.1	52.9	53.8	1.5%
movie	87.4	88.6	90.3	92.7	95.9	100.2	106	3.6%
game	62.2	63.4	68.1	73.3	77.9	82.6	87	6.5%
newspape r	164.8	163.5	162.9	162.5	162.4	162.9	163.6	0.0%
radio	41.4	43.5	44.9	46.5	47.9	49.5	51	3.2%
gun total	1,559.1	1,638.5	1,730.1	1,831.7	1,934.5	2,044.0	2,151.5	5.6%

4. The direction of the K-POP market

country , as of 2012 , the total market size of the top 15 countries was approximately \$ 1.362 trillion , accounting for 83.1% of the world's total . Among the top 15 countries, the United States accounts for the largest share with USD 498.9 billion , followed by Japan (USD 191.6 billion) , China (USD 115.3 billion) , Germany (USD 97.4 billion) , and the United Kingdom (USD 85.5 billion) .

Korea ranks 7th after France with \$ 45.1 billion , accounting for 2.8% of the global market . Accompanying the growth trend of the cultural industry in Korea and the world is a matter of timing, but it is also due to a change in the paradigm of life .

< 14 major countries in the global E&M market based on CAGR from 2013 to 2018 > (Unit : 1 million USD , %)

division	2013p	2014	2015	2016	2017	2018	13~18 CAGR
India	3,274	26,388	29,705	33,091	36,550	40,273	11.6%
China	30,934	147,377	165,265	182,497	200,322	219,412	10.9%
brazil	42,186	46,853	51,528	57,136	62,722	68,810	10.3%
russia	27,701	30,833	34,100	37,331	40,665	44,307	9.8%
Canada	46,626	48,783	51,206	53,875	56,642	59,397	5.0%
USA	572,874	598,544	626,161	658,664	689,398	723,733	4.8%
korea	49,225	51,835	54,296	56,563	58,623	60,460	4.2%
australia	36,883	38,183	39,391	40,721	42,035	43,366	3.3%
uk	90,514	93,491	96,498	99,559	102,547	105,348	3.1%
france	75,880	78,370	80,857	83,363	85,733	88,230	3.1%
Italy	43,013	44,021	45,329	46,831	48,454	50,203	3.1%
Spain	25,863	25,957	26,630	27,498	28,553	29,811	2.9%
Germany	112,833	15,257	117,479	119,776	121,772	123,893	1.9%
Japan	168,862	170,282	171,504	172,681	173,593	174,690	0.7%

* Source : PwC (reconstructed in 2014)

4. The direction of the K-POP market

Demand is driven by supply, and it seems to be due to the fact that consumers have shifted to a personal level in consuming cultural contents as technology develops .

movies move from general media such as theaters and DVDs and music to mobile personal media such as smartphones and radios and CDs .

In particular, as media converges with personal mobile devices according to the smart revolution, the content distributed through this is expected to gradually become more concentrated .

If the current content distribution mechanism is changing to online, it is likely that distribution will be centralized around mobile platforms in the future . Accordingly, major players in the world are using various strategies to preoccupy the future market .

three key keywords that will lead the trend change in the global E&M market in the future are digital , mobile , and streaming

4.4 Market of Music Industry



The popular music industry is an area called K-Pop , and is one of the major contributors to the Korean Wave . It is also an area in which consumption behavior has rapidly changed according to changes in media . In the past, music consumption was mainly through hard media such as tapes and CDs , but now it has been converted to purchasing digital files or consuming music through streaming services .

Accordingly, it is also the genre where problems such as piracy occurred first . In addition, although music sales are important in the business model of the music industry, they are undergoing significant changes as the possibility of generating profits through performances increases .

Especially K-Pop kids Overseas performances by idol singers are a means of earning money in themselves, but they also have the character of a showcase that solidifies the market known through free media such as YouTube . In fact, overseas, there are many cases where a business model is presented in which income from performances accounts for most of the income and hardly any income from music records .

In the music industry, like the film industry, the importance of planning is emphasized . Since the life cycle of music is very short , discovering and producing new music and new singers is also the main role of a music agency . Just as the importance of marketing was emphasized after the appearance of planned films in the film industry, in the music industry, it is also a different production method from the past to identify consumer demand in advance and plan music according to the demand in the early stages of planning .

The music industry has been globalized for a long time to such an extent that this demand class is not only limited to Korea, but also considers overseas demand as important . Even without singers and promoters, it is common to hire a famous foreign producer or record itself abroad .

4. The direction of the K-POP market

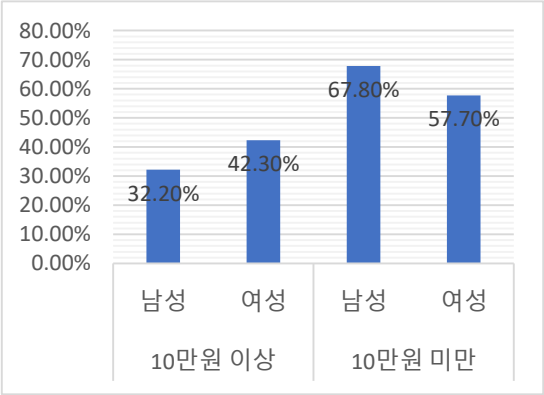
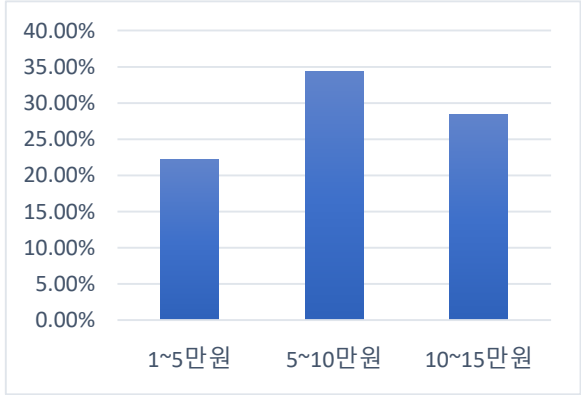
country , as of 2012 , the total market size of the top 15 countries was approximately \$ 1.362 trillion , accounting for 83.1% of the world's total . Among the top 15 countries, the United States accounts for the largest share with USD 498.9 billion , followed by Japan (USD 191.6 billion), China (USD 115.3 billion) , Germany (USD 97.4 billion) , and the United Kingdom (USD 85.5 billion) .

Korea ranks 7th after France with \$ 45.1 billion , accounting for 2.8% of the global market . Accompanying the growth trend of the cultural industry in Korea and the world is a matter of timing, but it is also due to a change in the paradigm of life .

4.5 Market of

2020 performance user survey (August-September 2020) , ' Korean popular music concerts ' accounted for 59.6% of the experience of watching music performances in the past year , a decrease of 8.1%p compared to the previous year . It was followed by ' musical performances (49.4%)' and ' music festivals (31.5 %) ' in that order . The rate of viewing of the newly added ' Indie Performances such as Live Clubs ' was 19.8 % . Looking at the characteristics of the respondents , by gender, ' male (62.4%)' was more likely to attend ' domestic pop music concert ' than ' female (57.1%)' , and by age , '20 -24 years old (70.5%)' had a relatively higher viewing rate. appeared high . ' Musical performances ' had a relatively high viewing rate among ' females (52.6%)' and '40~49 years old (55.2%)' .

< Amount that can be consumed per paid visit in the future >



For those who have experienced music performances , the amount that can be consumed per paid viewing in the future was '50,000 to less than 100,000 won ' (34.3%) . 'Below 100,000 won to 150,000 won (28.4%)', followed by '10,000 to less than 50,000 won (22.2%)' .

Looking at the characteristics of the respondents , ' male ' had a response rate of ' less than 100,000 won ' at 67.8% , which was higher than that of ' female (57.7%)' , and ' female ' had a response rate of ' less than 100,000 won ' at 42.3% . ' Men (32.2%)' was higher than that . By age, the response rate of ' less than 100,000 won ' was relatively high in '10 -14 years old (80.0%)' , and the response rate of ' 100,000 won or more ' was relatively high in '30 -39 years old (50.0%)' . appeared .

4. The direction of the K-POP market

' Internet portal ' accounted for 25.6% of the way to obtain information related to music performances , which was the highest following the previous year . It was followed by ' SNS (21.3%) ' and ' Fan Sites and Communities (11.7%) ' .

There was no significant difference by gender in the rate of obtaining music performance-related information through ' Internet portals (Daum , Naver , Google , etc.) ' and ' SNS (Facebook , Instagram , etc.) ' .

On the other hand , in the case of acquiring information related to music performances through ' fan sites and communities ' , ' females (16.0%) ' were relatively higher than ' males (6.7%) ' . In the case of acquiring information related to music performances through ' online video services (Youtube , Naver TV , etc.) ' , ' males (10.7%) ' were relatively higher than ' females (4.6%) ' .

4.6 Music Goods Market

music goods /MD purchase experience was 20.2% , an increase of 5.5%p compared to the previous year . Looking at the characteristics of the respondents , ' female (22.9%) ' showed a relatively higher rate of purchasing goods /MD than ' male (17.7%) ' .

age, the purchasing experience rate was relatively high among '15 -19 years old (39.4%) ' and '10-14 years old (35.3%) ' . When looking across gender and age, the purchasing experience rate was relatively high among '10 -19 year old women (50.0%) ' ,

By region, the purchasing experience rate was relatively high among residents of Incheon / Gyeonggi (22.0%) .

The purchase experience rate was relatively high for ' performances (49.4%) ' by music usage behavior, and ' 2~3 times a month (25.5%) ' and ' almost every day (24.2%) ' by frequency of music content use . appeared .

music goods / MD purchase items, ' photo / poster / bromide ' was the highest at 49.4% , followed by ' cheering tool / slogan (34.4%) ' , ' pictorial / photobook (33.6%) ' , ' stationery / fancy (33.9%) ' and so on .

music goods /MD purchasers was ' less than 50,000 won ' at 40.0% , followed by '50 ,000 to less than 100,000 won (32.5%) ' and '100,000 to less than 200,000 won (32.5%). 18.1%' and ' less than 200,000 to 500,000 won (6.8%) ' .

ratio of music-related fandom activity experience was 31.6% , of which the ratio of watching performances / concerts and purchasing albums / goods was relatively high . The rate of paid fandom activities experience of those who experienced fandom activities was 84.1% , and . Paid fandom activities were highest in the order of performances / concerts and purchases of albums / goods . The annual average intention to pay for music-related fandom activities in the future was ' less than 50,000 won ' at 68.0 % .



Invention patent application for

5. 1 Invention Patent Application Background

It was created to preoccupy the global concert ticket market around the world with cryptocurrency .

MKC The platform is one of the global entertainment fields, and the purchase payment system for concert ticket reservations , online goods , webtoons , and one -person broadcasting markets can be used conveniently at any place in the world after signing up as a member for the first time without any authentication process . It is a platform that can fundamentally prevent the behavior of .

Therefore , the MKC platform has applied for 3 types of invention patents for the purpose of securing differentiated technology and enhancing competitiveness with domestic companies to facilitate market entry, facilitate future global market entry, and preoccupy the market . I received a priority review decision because I fell under the priority review stipulated in Article 9 of the Enforcement Decree of the same Act and Article 4 of the Notice on Application for Priority Review .

Through priority examination, two invention patents will be issued on June 8 , 2022 A patent was registered .

5 . 2 cryptocurrency Mobile ticketing system used

【Korean name of the invention】 Mobile ticketing system using cryptocurrency

【English name of the invention】 Mobile ticketing system using cryptocurrency

【Applicant 】

【Application No.】 10-2021-0063454

【 Patent number 】 No. 10-2408070

【 Technical field】

The present invention relates to a mobile ticketing system, which uses cryptocurrency that can not only purchase and manage mobile tickets using virtual currency, but also prevent illegal tickets by verifying the validity of tickets at the event management company . The mobile ticketing system that does this is the technology field .

【 The technology behind the invention】

As a background technology related to the present invention, there is an electronic ticket system and a processing method thereof , and a recording medium technology in which the program is recorded , disclosed in Korean Patent Registration No. 10-1058934 .

this technology , the e-ticket processing server that processes e-ticket service receives information to be converted into e-ticket from the ticket operator , generates e-ticket ID , and stores user information together with e-ticket ID as e-ticket information . When a user requests to send a pre-booked ticket in the form of an e-ticket , it is configured to generate an e-ticket signature for each smart card and transmit the e-ticket through mutual authentication with the smart card . Additional services such as gifting of tickets are possible because it can be sent , and separate issuance of tickets purchased by users regardless of group reservations or individual reservations is possible through the electronic ticketing terminal, enabling the same service as real ticket processing , smart card using



5. Invention patent application for

By sending and processing reliable e-tickets, it prevents double issuance of e-tickets and protects from malicious users. There are features that can prevent ticket theft .

As another background art related to the present invention , Korean Patent Application Laid-Open No. 10-2017-0138384

There are e-ticket management device and e-ticket management method technology . This technology acquires a transfer request from the payer of the issuance ticket management table that accumulates e-ticket information including the upper limit of use , the user , and the payer, and requests the transfer of the e-ticket information accumulated in the issuance ticket management table. The transfer management department, who changes from to a designated person, uses an e-ticket within the upper limit of usage , and the transaction management department that permits the transaction using the electronic ticket, It is characterized in that it is composed of a payment processing unit that performs payment processing so that the difference from the actual usage amount of the e-ticket is returned to the payer of the e-ticket .

【Effects of the Invention】

present invention, it is possible to purchase and manage mobile tickets using virtual currency, as well as to prevent illegal tickets by verifying the validity of tickets at the event management company . It provides the technical effect of providing a mobile ticketing system using money .

5.3 Cryptocurrency _ Event management system using

【 Korean name of invention 】 Event management system using cryptocurrency

【English name of the invention】 Event management system using cryptocurrency

【Applicant 】

【Application No.】 10-2020-0168103

【 Patent No. 】 No. 10-2408072



【Technical field】

The present invention relates to an event management system, in which information on all expenses incurred by a local host company is centralized around an event host company, so that quick execution and payment are possible, and all expenses are executed from the event host company to the local host company The technology field is an event management system using cryptocurrency that is performed in real time, and the time from event holding by the event host company to the execution of funds can be immediately performed according to the execution of the event .

5. Invention patent application for

【Technology behind the invention】

As a background technology related to the present invention, there is a payment processing apparatus using a virtual currency to which an automatic trading function of virtual currency is added and a method for operating the same, disclosed in Korean Patent Registration No. 10-2045493 . This technology provides a platform that can utilize virtual currency as a means of transaction of goods by presenting a payment processing device and its operation method that support product purchasers to use virtual currency to pay product sellers . characterized by As another background technology related to the present invention, there is a payment system technology using a virtual currency transaction of Korean Patent Registration No. 10-1813256 . This technology relates to a payment system using virtual currency transactions, and the technical problem to be solved is that virtual currency transactions linked with various payment methods such as debit cards , credit cards , and mobile are available even in on / offline stores where virtual currency cannot be used. There is a

【 Effect of invention】

According to the event management system using cryptocurrency of the present invention, information on various expenses spent by the local host company is centralized around the event hosting company, so that quick execution and payment are possible, and all expenses are executed locally from the event host company This is done in real time by the host company , and provides a technical effect that the time from the event hosting company to the execution of the funds can be immediately performed according to the execution of the event .

6. Direction of solution



1 By verifying the business model, the core domestic and overseas market size , global status survey / competitor research / blockchain commercialization model implementation, etc. to have value and technical characteristics .

4 MKC COIN to the global LBANK exchange
We plan to grow globally by listing .

2 Blockchain Main-Net MKC Coin development completed We write a white paper suitable for the K-POP performance business by giving value as a coin that is more useful in real life .

5 plan to proceed with MKC COIN , which can solve one problem of currency integration, which is the most problematic in K-POP overseas performances, at once .

3 MKC COIN will grow into the best coin by giving investors the minimum funds necessary to run and succeed in business .

6 Users who truly love MKC COIN , those users together We will become a company that grows globally with users by creating a space where they can run and play .

7 . K-POP PLATFORM FUTURE

**K-CONTENT market, which the world is paying
It will be established as an icon of a new era .**

7.1 Limitations of the global performance market

The global K-Pop performance market is growing day by day .

As the popularity of K-Pop stars such as ' BTS ', ' Black Pink ', and ' TWICE ' increases , Hallyu fans are expected to exceed 400 million worldwide . The number of platform fans is on the rise . Currently , it is not possible to watch live performances due to the COVID - 19 crisis, but in the past, for overseas Hallyu fans to see K-Pop stars, ticket reservations are complicated by country and sales agency, so it is difficult to purchase tickets. .



Problems with overseas performances

- ▷ Personal authentication process , language problem
- ▷ Differences in overseas payment methods
- ▷ Currencies vary by country
- ▷ Counterfeit tickets and ticket problems

The problem is...

1. Various problems caused by personal authentication procedures , language, etc.
2. Problems caused by differences in payment methods for overseas fans
3. Fans around the world have problems with payment due to country-specific currencies
4. Damage to the buyer due to counterfeit tickets and tickets

Due to the above problems, K-Pop performances, which can spread further, may be contracted .

Another problem lies in the perspective of the performance agency . The problem is ...

1. Ticket reservation fee is 7% in Korea and 10~15% in overseas case , which is included in the ticket purchase price, which is causing the ticket price to rise .
2. After the overseas K-Pop performance is over, a dispute arises due to the settlement of ticket sales with an overseas performance agency

It often happens that

Able to solve the above problems The medium is 'MKCCOIN '

7 . K-POP PLATFORM FUTURE

Background of issuance of

MKC Coin will increase the value of MKC Coin as domestic and overseas K-Pop performance spectators directly purchase MKC Coin and reserve a ticket, and the number of users will increase while performing worldwide and domestic performances .

MKC Coin Mall , where you can purchase performances and concerts and K-Pop star-related goods, and a system where the download cost of music used in K-Pop auditions is paid with MKC Coin , you can expand your music income and global users . We plan to increase the number of users by supplying products and services that are in high demand in the entertainment market .

K-Pop market is captivating not only Asia, but also the Americas and Europe, a cryptocurrency that allows you to easily and conveniently pay for K-Pop concert tickets in the global entertainment market without complicated procedures. MKC Coin was created .

ticket reservations are made with MKC Coin , the growth potential of MKC Coin is different from other coins because the audience purchases tickets directly at a low price without going through a ticket sales agency using the blockchain-based main net and the payment stability is high. is

a payment method that makes it convenient to purchase K-Pop star concerts , fan meeting performances , and goods products you want with just a few touches from anywhere in the world with MKC Coin within MKC Coin 's P2P trading platform and APP .

The more performances MKC Coin conducts, the more fans of the stars will visit MKC Coin to purchase tickets for the performances, and through this, they will be able to expand their share of the global performance market .

7.3 MKC COIN PLATFORM

MKC Coin trading is recorded on MKC Coin 's blockchain network, and the next step is to convert MKC Coin itself to a coin on the blockchain . A new blockchain network was created to operate these systems . This blockchain network is a dedicated platform for creating and operating MKC Coin , and is a cornerstone for providing various contents and services .

the MKC Coin network , emphasizing transparency in transaction information, and connecting it with actual value through concert and performance tickets and various services .

MKC Coin is a decentralized, decentralized storage system that keeps transaction details transparent and secure .

Blockchain solves problems in settlement that occur through an agency (intermediation platform) that issues tickets It was issued to solve the problem with MKC Coin .

MKC Coin is completed, it will become an alternative service for admission tickets for domestic and overseas performances, and after the performance ends, the settlement method will be paid to the collaborative team within the platform, and secure transactions will be made as a blockchain platform .

7 . K-POP PLATFORM FUTURE

7.3 Differentiation of MKC COIN

MKC Coin will increase the value of MKC Coin as domestic and overseas K-Pop performance spectators directly purchase MKC Coin and reserve a ticket, and the number of users will increase while performing worldwide and domestic performances .

MKC Coin Mall where you can purchase



7 . K-POP PLATFORM FUTURE

7.4 Asia Network

Entertainment Over 30 years of experience in broadcasting program production , concerts , festivals and overseas concerts . He has experience and know-how in directing , and has produced comprehensive entertainment content based on the Asian network . It has played a pivotal role in the market .

is a comprehensive entertainment company that satisfies the reliability , professionalism , diversity , popularity , and originality of contents in connection with the entertainment business composed of the best experts in each field and the original show business in Korea and abroad .

legendary song , star Go Broadcast production know-how has been accumulated by producing broadcast programs such as shows , nostalgic song stages , and open stages .

He has experience in producing large-scale performances such as K-POP Expo , Korea Pop Festival , Asia Music Awards , and Asia Music Festival in Korea .

affiliate The staff has a track record of holding numerous K-POP concerts and fan meetings jointly with entertainment companies in Asian countries such as China , Japan , Vietnam , and the Philippines .

In the existing entertainment business, it is a cryptocurrency based on block chain, performance tickets , goods Sales , 1 person In May 2018 , T/F was formed to advance into the payment settlement business of broadcasting , webtoon , and music . After about 4 years of effort, the current system was built .



8 . MKC COIN technical understanding

8.1 MKC COIN ACCOUNT

In MKC Coin , the state consists of objects called accounts . Each account has a 20 -byte address and a state transition that directly transfers values and information between accounts .

MKC Coin An account has four fields : Nonce : Current MKC Coin of a kind of counter account that allows each transaction to be processed only once (MKC Coin) Balance Account's contract code (if present) Account storage space (empty by default) MKC Coin 's default internal crypto-fuel, used to pay transaction fees .

usually two types of accounts, which are externally owned , controlled by a private key . There are externally owned accounts and contract accounts controlled by the contract code .

externally owned account does not have any code, and in order to send a message from this account, a new transaction must be created and signed . Whenever a contract account receives a message, it activates its own code, which in turn reads or writes a message to internal storage , sends another message, or creates contracts in turn .

In MKC Coin , a contract is not something that needs to be executed or compiled , but rather as a kind of autonomous agents living within the execution environment of MKC Coin , which always executes specific code when a message or transaction arrives and executes its own MKC Coin . It directly controls its own key / value store to keep track of balances and persistent variables .

8.2 MKC COIN MESSAGE / TRANSACTION

used in MKC Coin , the term transaction refers to a signed data package with messages to be sent by an externally owned account . This transaction contains : A signature that can confirm the message destination The sender of the MKC Coin sent to the destination Quantity The optional data field STARTGAS value , the maximum number of calculation steps allowed for transaction execution to be performed , GASPRICE value , and the fee paid by the sender for each calculation step .

does not have a function set to its initial value, but the virtual machine has an opcode that the contract will use to access this data . For example , if there is a contract functioning as a domain registration service on the blockchain , the data sent to this contract can be interpreted as having two fields . first The first field is the domain you want to register , The first field is the IP address . The contract reads these values from the message data and stores them in an appropriate location in the storage . The STARTGAS and GASPRICE fields are very important in the model of a role To prevent accidental or malicious infinite loops in code , or wasted computation, each

8 . MKC COIN technical understanding

Transactions should be set up to limit the number of computational steps of code execution that can be used . The basic unit of calculation is gas , and usually , the calculation step costs 1 gas , but some operations pay more expensive calculations, or when the amount of data that needs to be stored as part of the state is large, the cost of more gas this will be needed Also , every byte in the transaction data costs 5 gas per byte . The intention of this fee system is to force an attacker to pay a fee proportional to all the resources they consume, including computation , bandwidth , and storage .

It is about forcing a fee to be paid in proportion to all resources consumed . Thus , a transaction involving the network that consumes a significant amount of any of these resources should have a gas fee that is roughly proportional to the increment . Contracts can pass " messages " to other contracts .

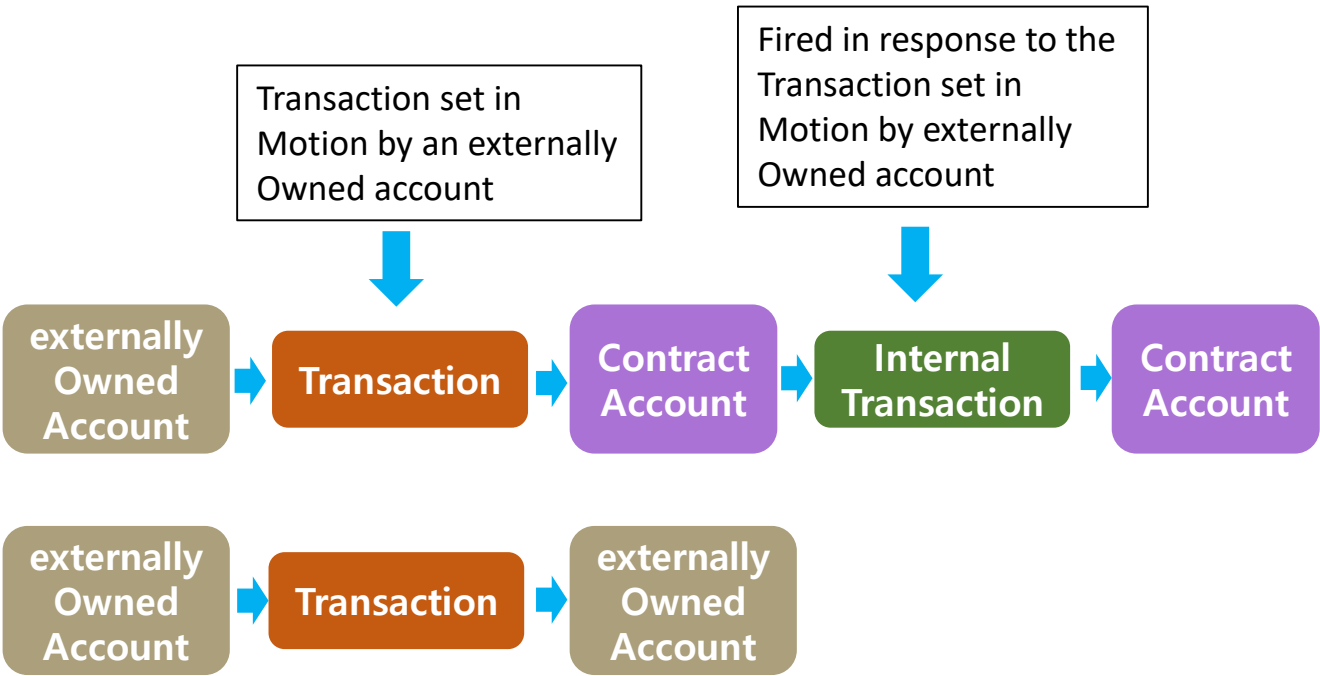
virtual objects that exist only in the execution environment of MKC Coin that do not need to be stored separately . The message contains : (Implicitly) Message sender , message destination , MKC Coin delivered with the message , optional data field , and Applications Basically , you can create a total of three categories of applications using MKC Coin .

first The third category is a financial application that allows contract participants to configure and manage contracts directly related to money more strongly . Examples of this include sub-currency (= referring to a currency whose exchange rate is linked to a higher currency such as euro / dollar), derivatives , hedging contracts , electronic wallets for deposits , wills , and ultimately, even those at the level of an overall employment contract. do .

two The second category is quasi - financial applications . money is involved

This includes applications for contracts with a significant non - monetary aspect . A good example of this is a contract in which a reward is automatically paid to someone who solves a difficult arithmetic problem .

Finally, there are applications that have nothing to do with finance, such as online voting and decentralized governance .



8 . MKC COIN technical understanding

8.3 MKC COIN TOKEN SYSTEM

On - blockchain token system is a sub - currency linked to USD / gold , etc. _ It has applications that allow various types of transaction systems to be implemented on the network , ranging from "secure unforgeable" coupons to other token systems that are not linked to normal values (eg , a point system for incentives) .

in MKC Coin is surprisingly easy to implement . The key to understanding the token system is as follows . All currency or token systems are fundamentally a database that only performs one operation . X units of money / tokens are deducted from the subject A , and the deducted X units of money / tokens are paid to B. However , before the transaction , A held at least X units . A approves this transaction . In MKC Coin , users only need to apply the above logic to the contract . Serpent is as follows :

```
def send(to, value): if self.storage[ msg.sender ] >= value:elf.storage [ msg.sender ] = self.storage [ msg.sender ] Value self.storage [to] = self.storage [ to] + value
```

This is basically the application of the " state transition function " of the " banking system " described in this white paper without any processing .

For the initial task of defining and distributing units of currency , or further, other contracts may need to write additional lines of code to process requests for information about account balances . However , that is all it takes to create a token system . Theoretically, the token system as a sub-money system based on MKC Coin may have important characteristics that the meta-currency based on Bitcoin (= Bitcoin - blockchain-linked currency) does not have : That is, you can pay directly .

This characteristic can be expressed through the following process : MKC Coin as much as the cost to be paid to the sender to execute the contract balance must be maintained . And the internal currency (sub-currency) received as a fee when executing the contract (internal currency that is always running -MKC Coin)) on the exchange immediately to exchange MKC Coin You can recharge with your balance . Users need to " activate " their accounts with MKC Coin , but since the amount obtained through each contract is exchanged for MKC Coin each time , it can be seen that once charged MKC Coin can be reused.

8.4 MKC COIN SCALABILITY

MKC Coin is its scalability . Like Bitcoin, MKC Coin has the disadvantage that all transfer operations must be verified and inserted one by one by all nodes on the network .

the case of Bitcoin, the size of the entire blockchain currently reaches about 15 GB , and the size is steadily increasing by 1 MB every hour . In the case of VISA , it processes about 2,000 transfers per second , which is 1MB per

8 . MKC COIN technical understanding

expansion (1 GB per hour , 8 TB per year) . MKC Coin will suffer from similar problems, and compared to Bitcoin , which merely serves as a currency , MKC Coin , which covers all kinds of decentralized applications (Depp's: Decentralized applications) , will suffer much more in this area. Maybe .

However, one difference is that MKC Coin only needs to have ' the state ' , not 'the entire blockchain history ' . If every single node needs to store the entire blockchain , the following problems may arise .

Let's imagine that the size of the block chain is getting bigger and closer to 100TB . When the size of the blockchain that needs to be stored at this level grows , only a few entrepreneurs or corporate type participants can handle it . Many regular users will only use the ' Light Simple Payment Verification (SPV)' node .

In this case , a small number of participants with the details of the entire block chain may collide , modifying the ledger details or changing the block reward amount, etc. may occur . A simple ' light node ' has no way to detect this manipulation . Of course , there may be well-intentioned participants among the ' full nodes ' .

However, if a large number of ' full nodes ' try to manipulate the blockchain , it is already too late to discover it . In fact, Bitcoin is now being warned that it is at risk of running into a similar problem, and how to mitigate it has been discussed by Peter Todd . To solve the above problems, two additional strategies will be introduced in the near future .

First, since MKC Coin also uses a mining algorithm based on blockchain technology , all miners will be obliged to become ' full nodes ' , which secures the minimum number of full nodes required. will allow you to

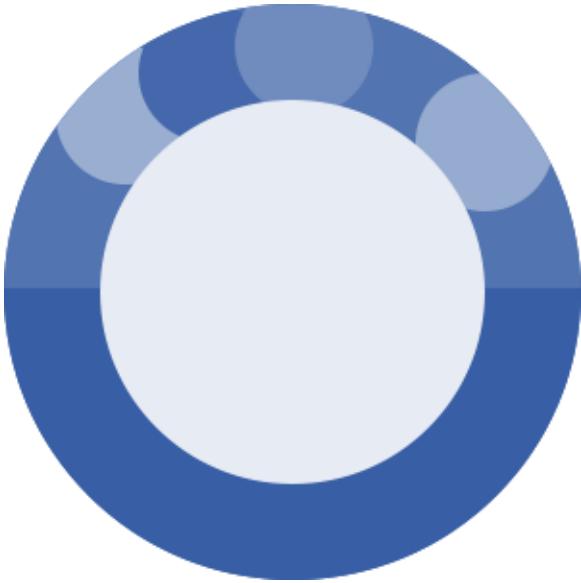
The second is to introduce 'an intermediate state tree root' to the blockchain after the verification of transfer details . In this way , no matter how much block generation work is concentrated on a small number of nodes, if there is only one honorable node, the verification protocol can solve this problem . If a block propagated by a certain mining node is treated as invalid , the ' format ' of the corresponding block is not correct or the ' state description $S[n]$ ' is wrong . Since the state ' $S[0]$ ' is considered correct , if ' $S[i-1]$ ' is correct , then ' $S[i]$ ' is in error . Nodes participating in the verification work are ' $APPLY(S[i-1], TX[i]) \rightarrow S[i]$ ' processing . The subset of Patricia tree ' through ' proof of invalidity ' and 'index i ' is provided .

9 . Issuance of MKC Coin

MKC COIN is as follows .

division	Contents
name	MKC (MONEY K-POP CULTURE)
symbol	MKC
type	MKC MAIN NET
issuance	500 million MKC - 10 exchanges in major world cities (Singapore , Switzerland , Philippin es, etc.)

issued MKC is allocated according to its purpose, and the purpose of each distribution and its quantity are as follows.



- One. Token Sales (40%)
- 2. Development(Platform) (15 %)
- 3. Development(Project) (15%)
- 4. Early investors/Team (10%)
- 5. Advisor/Partner (10%)
- 6. Marketing (10%)

9 . issuance of coins

1) Token Sales

40% of total issuance 80 million MKC sales volume

2) Development (Platform)

15% of the total issuance 30 million is the amount needed to develop the

3) Development(Project)

15% of the total issuance 30 million are used for the

4) Early investors/Team

10% of the total issuance 20 million pieces will be used by pre-investors and various affiliates
quantity used

5) Advisor/Partner

10% of the total issuance ,
Quantity allocated for advice .

6) Marketing

10% of the total issuance 20 million will increase the liquidity of
quantity allocated for

10. Plan for use of funds



1. 20% of R& D expenses are used for DApp and mainnet development expenses , server management expenses , etc.
2. 35% of the performance budget will be used for K-Pop concerts , auditions , one -person broadcasts , webtoons, etc.
3. 15% of membership acquisition fee is used for marketing and compensation for membership expansion .
4. 10% of operating expenses will be used for personnel expenses and ordinary expenses for maintaining the MKC platform .
5. 5% of legal accounting expenses are used for consulting and advisors such as legal advice .
6. 15% of the company's reserves will be operated as a reserve cost to secure liquidity .

11. Main N-et core coin MKC

MKC COIN is a Main- Net coin

All currencies in the world in one
Integrate and purchase concert tickets

ERC20 token coin can be used in real life with a
It is difficult to apply, but it can be used at a low gas cost

Boryeong Water Fun Popket Land , Eonyang Amethyst Cave , to be added in t
Coins that can be used in each region

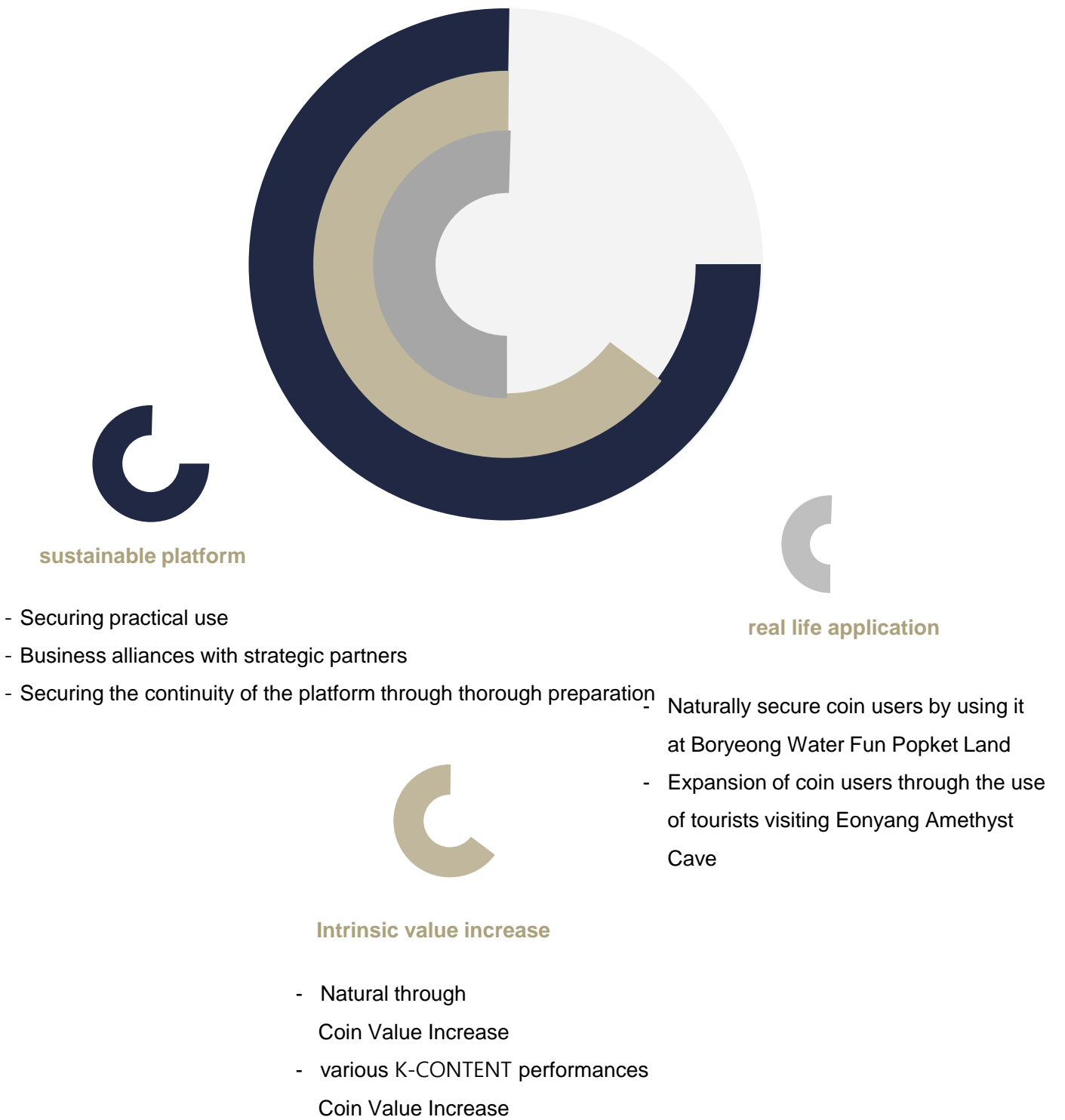
In conjunction with watching overseas performances, information on travel tour
Coins Available

MKC COIN can be applied to real life due to its low gas
cost .

12. Value of MKC Coin

Strategic Value Management

MKC Coin will provide practical and sustainable value by expanding the business base used in real life and securing the intrinsic value of the coin .



13. Roadmap

Global The global market is changing rapidly .
MKC COIN , which aims to become the world's No. 1 K-POP and K-CONTENT , is
By integrating world cultural contents into one, the world will be brought to Korea.
Korea will soon set off to become a reference point for the world .
Starting with low fees, the simplest and most innovative ideas in the world market ,
a new coin " Global company by linking global finance and K-POP " I will leave .



202 2. 08. ~ 10. MKC COIN ICO



202 2. 11. ~ 12. LISTED ON THE LBANK EXCHANGE



202 3. 01. ~ K-POP OVERSEAS CONCERT



202 3. 02. ~ MKC COIN PLATFORM



**202 3. 03. ~ The Application of POPKET LAND MKC
COIN in real life in KOREA**

17. Disclaimer

1. This white paper was written for the purpose of explaining the services of MKC , and may be reviewed and revised due to the schedule and progress of the business and other factors.
2. The version of this white paper was written based on the date indicated at the top of the document, and the contents of this white paper only reflect the business direction and progress up to that date, and may be changed at any time after the date of writing. .
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6. This white paper does not guarantee the integrity of the business

The contracting parties to the contract provide MKC 's services to the extent possible.

The contents of this white paper are errors and schedule delays that may occur in the service provision and development process.

and related We are not responsible for the matter, and no one can be held responsible for it.

There is not.
7. This white paper contains the contents of the future plan, and was written based on the realization of the plan. However, we do not guarantee this, and the contents of this white paper do not guarantee the integrity of services developed in the future.

Disclaimer

8. The contents of this white paper cannot be construed as legal, financial, accounting, tax advice, etc. under any circumstances, and in the process of purchasing and using MKC , separate laws, financial, Dispositions such as accounting and taxation may occur. Purchasing, users may need separate advice on this, and MKC is not responsible for these matters.
not.
9. creation of the ecosystem may be delayed or other tangible and intangible losses may occur due to reasons not intended by
10. MKC is not responsible
not.
11. It is not free from all risks, including a decline in coin value and changes in the market environment, uncertainty, political risk, and competition with competitors, and this may result in the suspension of MKC development or changes in service direction and plans.
12. MKC is a technology under development, and changes in technology that may occur during the development of technology may have a negative impact on
13. MKC does not delegate or transfer all decisions , including the ecosystem's operating policy and operation suspension, to others , and all decisions are made at the discretion of MKC .

Thank you

