



marumarunFT 's Mission and Vision

We are trying to make the following mission and vision through marumarunFT.

Mission

We will provide the world's first original NFT content named "the story of men and women living in the night entertainment district", and bring a game changer in the concept of the NFT model.

We will also utilize the token economy to build a world that stimulates interaction between creators and fans. Furthermore, in order to enjoy economic benefits through NFT trading, a platform will have come into existence for creators and fans.

Vision

marumarunFT is an NFT marketplace where we create new demand for the NFT model and launch it in early 2023. We will launch the Metaverse in the second quarter of 2024 and aim to create a total of one million NFT models with a market size of up to 18 billion yen.

Superiority that comes from the Original.

The unique trait of marumaruNFT is its biggest advantage.

The native token "MARU" will be issued and act as the project's governance & utility token.

* In order to preserve the token value, it will not be used for payment tokens within our ecosystem. With the NFT bubble in 2021, it is uncommon nowadays that the business model of the NFT marketplace can suddenly booming. However, we have found originality and superiority in our content.

Summary



NFT marketplace specializing in host/hostess clubs.

Registered stores can issue NFTs on My Page, and users can purchase NFTs and resell them on the secondary market.

* Initially, only trading cards will be handled.

* NFT issuance is only possible at stores that have obtained approval through registration (host/hostess clubs).

There are many NFT marketplaces, but competitors are all about celebrities such as entertainers and athletes, characters such as anime and games, creators' artworks and music, land and membership rights.

marumaruNFT is not bound by existing concepts and has chosen different target for the NFT model.

marumarunFT has 3 Advantage points.

Allow us to introduce those 3 advantages that support marumarunFT

- Only one
- No license fee
- Strongest AIDMA (purchasing behavior process)

Only One

There are many NFTs modeled after celebrities and popular characters such as athletes, but they are subject to everyone's attention, resulting a high risk of competition. On the other hand, there is currently no NFT marketplace specializing in host/hostess, so it is the only one.

No license fee

If you select a celebrity or popular character as an NFT model, a license fee will be charged due to copyright issues. Whereas marumarunFT can prepare NFT supply for free. In addition, although this NFT model has less demand than celebrities, you can expect a higher transaction price. We believe the transaction price will be rival to the popular NFT model.

Since it targets ordinary people such as hosts/hostesses, we will create a system that can benefit both parties by trade-off and eliminate the license fee that is originally required.

Why is the license fee free?

For host and hostess clubs, you can earn new income with your existing resources. By participating in marumarunFT, there is no need for new services, new products, or new labor burdens, just by taking photos you will have the benefit of generating new revenue. NFTs can be easily issued/listed on the management screen, and the marketplace is in charge of attracting customers, selling, and collecting money. Besides, registered clubs will not only earn primary sales, but also earn permanent royalties every time they are resold in the secondary market.

As a trade-off for these benefits, Suppliers of NFT models will be collected without any license fee.

The Strongest AIDMA (Purchase Behavior Process)



marumarunFT 's unique point is AIDMA. AIDMA is a sample model that represents the decision-making process when consumers purchase goods and services.

marumarunFT triggers the emotions and feelings related to human relationships between men and women to encourage transaction activities and transaction price growth.

- Since it is the direct interaction between people, the bond will be established. Various emotions and feelings such as wanting to be pleased, wanting to attract attention, and falling in love become AIDMA. With this AIDMA, an unexpectedly high CVR can be achieved.
- Celebrities are living in a different world, so it is difficult to fall in love with them. However, people tend to be enthusiastic about the "hosts or hostesses" at the club.
- This NFT model is an element that makes people's wallet strings become loosen. In fact, the phenomenon of wasting millions and tens of millions of yen on hosts/hostesses are happening around the whole world. In particular, people are crazy about young hostess who has become a social phenomenon.

In the night world where the expectation of men and women are mixed with the other complicatedly, human's desires, appearances, and romantic feelings can lead to an increase in transaction volume.

The world of host/hostess clubs has the anomaly that big customers (rich and high-spending customers) spend ten or even hundred of millions of dollars in one night.

Certainly, customers aren't gonna spend that much because they find the value in wine, whiskey, or champagne. It's simple because of the impulse, they want to show-off, express their feeling toward their favourite host/hostess.

The human drama of the night world is not logical, but emotionally complicated.

There is no fair price in the night world of men and women !

No one is gonna pay \$10,000 for wine !

Strategies to inflate transaction prices

Transaction price ranking system for high price incitement

- The expectation of both hosts/hostesses and customers leading the price continues to climb up until reaching a certain line.
- Doesn't matter if you are popular or not! The No.1! No.2! ranking is not a decisive advantage when it comes to the competition in the "night world".

The more hosts/hostesses are conscious of how popular they are, the more likely they will compete to aim at higher ranking, leading the price surge up.

- Even big customers are not going to pay \$10,000 for fine wine. The purpose is human psychology such as vanity and romantic feelings for your favorite hosts/hostesses. It's not uncommon to see the spending of \$100,000 in the world of night.

High price transactions will be fed back on SNS, pre-released to the media to create hot news, and to spread marumaruNFT.

Token MARU's growth strategy

About Token MARU

Token MARU Growth Strategy

- Develop business with WEB2.0 (existing market)
- Add liquidity with own funds using business profit as a resource (continuously support buying)
- Deflationary token design (with maximum number of issuance, **no new issuance**, with burn)

ContractChecker Mod · 21 days ago
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- ✓ No Mint function detected
- ✓ Owner cannot set the fees
- ✓ Owner cannot change Max Transaction Amount
- ✓ Owner cannot disable trading
- ✓ Owner cannot add blacklist users

Issuance of tokens equivalent to the added liquidity

Strive to expand market capitalization while maintaining healthy monetary policy

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Hard cap setting and no new token issuance

Due to the specifications shown below, the token supply and demand balance is designed to be deflationary.

- There is a hard cap setting (2 billion tokens)

The maximum number of tokens to be issued is set at 2 billion tokens, and all tokens have already been issued.

- No new token issuance

MARU's contract is "No Mint function detected" and does not have a function to issue new tokens (audited). The above two points are 100% guaranteed by the contract.

We will keep inflation as low as possible and strive to grow the token value while carefully monitoring the supply and demand balance under the appropriate monetary policy. In addition, the profit of the marumaruNFT business will be actively added to MARU's liquidity, and the project itself will support the token price. We will never disappoint our MARU holders.

Securing liquidity through staking

In order to make a profit in the NFT secondary market, the advantage of being able to access the popular model NFT as soon as possible is enormous.

We will set tiers according to stake volume, and gradually grant early access to new NFT models to holders who stake more tokens.

Level	Stake Amount	Slot Limit	Subtotal	Reception time
Diamond	\$50000	30	\$1,500,000	24h
Platinum	\$40000	30	\$1,200,000	20h
Gold	\$30000	50	\$1,500,000	15h
Silver	\$20000	50	\$1,000,000	10h
Bronze	\$10000	100	\$1,000,000	05h
Total		260 person	\$6,200,000	

By maximizing the pool limit, the non-circulating token will be \$6,200,000, ensuring the liquidity of the backing assets of the MARU token.

Immediate plan

- Original NFT wallet development
- Official NFT collection release
- Metaverse 3D modeling development

Original NFT wallet development

Around second quarter of 2023, we will develop an app (wallet) that can display NFTs like image files, regardless of the device and without the need of understanding of blockchain.

Official NFT collection release

Around fourth quarter of 2023, we will release the official NFT avatar of marumaruNFT. It will be designed with PFP applications in mind.

Metaverse 3D modeling development

The red-light district will be put into Metaverse. A new worldview, value system, and a large-scale market will be built.

Expansion of the marumaru NFT economic zone

marumaruNFT is planning to become multi-chain to expand the economic zone.

Multi-chain

marumaruNFT will be launched on BSC, but it will also support Ethereum and Polygon.

Loyalty data is recorded on-chain so that royalties can be carried over to other marketplaces.

We plan to support EIP2981, which is the NFT Royalty Standard of Ethereum.
