



MOVE

MOVE Network Whitepaper

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01

Introduction



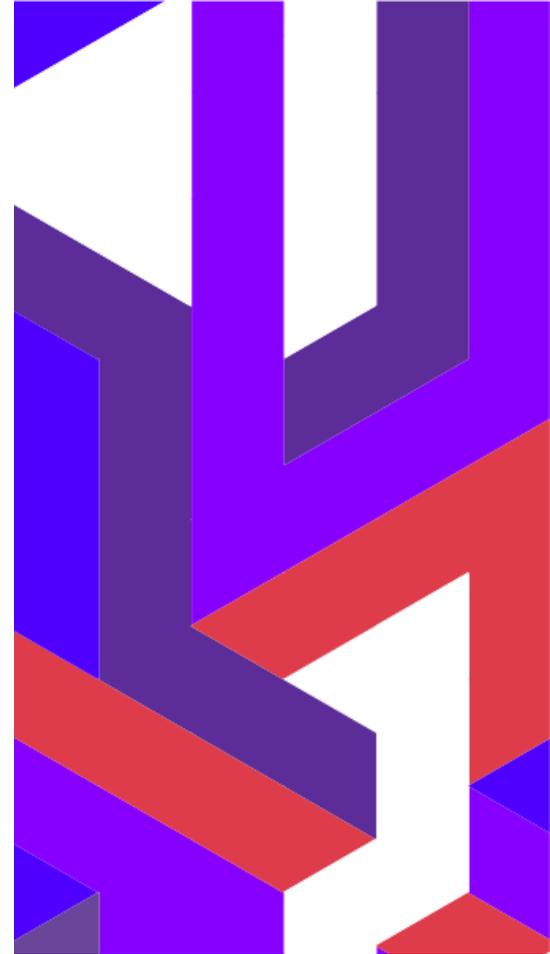
MOVE Network is targeting to be the largest NFTs (non-fungible tokens) aggregator that cover the full spectrum of NFT products supported by the MOVEChain in the future. Our NFT IP covers both entertainment, music, art work and also esports, we're working with different IP distribution partners for NFT issuing in Asia and North America.

Via the MOVE Market, IP owners are encouraged to engage with Creators, Collectors, Traders to unlock the potential tokenized content under the MOVE Network with super high-speed and low-cost. MOVE Network leverages the transferability of NFT and allows users experience the seamless NFT discovering and Trading.



02

Insight of NFT Ecosystem



Non-fungible Tokens (“NFT”) has attracted considerable attention from new and existing market participants since the start of 2021. Of the 10 largest coins by market cap, the average and median returns in March, 2021 were +400% and +343% respectively.

NFTs have completely disrupted the global marketplace and have redefined the meaning of “value”. Perhaps no industry has been impacted greater by the proliferation of NFTs than entertainment. Particularly, as it relates to Music, Gaming, Art and Film.

NFTs are unique, provably scarce and indivisible. Based on the blockchain technology, each NFT represents unique ownership for objects like art, collectibles, even real estate as an attractive online trading medium.

Fundamentally, operating an NFT aggregator is to make these cryptographic token assets to be differentiated and become an attractive medium for virtual trading.



03

MOVE Network Overview



3.1 MOVE MARKET

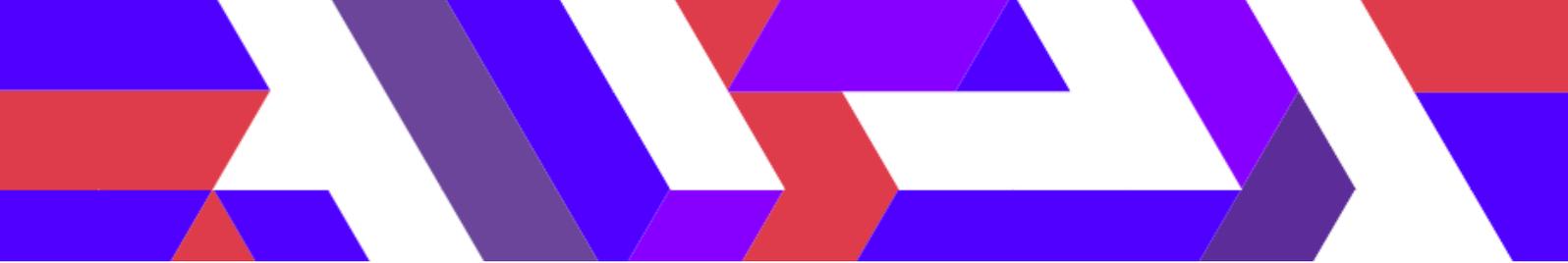
The MOVE Market offers all NFT activities including Creation, Discovery, Trading to be circulated in the same yet dynamic ecosystem.

We are thrilled to partner with our broad IP networks, including Hollywood Film Productions, Music and Entertainment Houses, and Top Esports teams and players. By featuring these IPs, the innovative NFT integrations will be allowed to leverage the active IP communities users and fans, for stimulating NFT trading circulation.

MOVE Market deployed and integrated the flagship front end of the blind box, mining pool, combustion and decentralized auction market. And supports the NFT minting service based on the MOVEChain and ERC721 or 1155 Standards.

Once the platform is settled, we will begin shifting focus to allow users to extract value from their owned NFTS beyond simply ownership.





In comparison to traditional marketplaces, the MOVE Market is distinguished by the following features:

● Content Agnostic

MOVE Network accepts all forms of content, allowing IP owners to cryptographic their assets from 2D images to 3D models, internet domains to music albums, Gaming Skins to collectables. The platform's goal is to normalize NFT exchange so that our users can easily explore and trade with the content they want to make.

● Distribution on Demand

We understand that not every art collector is well-versed in blockchain technology. As a result, we've set a low barrier to entry for the MOVE Network. We assist our IP partners in creating their own shop fronts as well as designers who wish to share their work with their fans in terms of how they want to deliver it. Customise your NFTs for one-click order, bidding, purchase permits, redemption, or even Air-drops for your community.

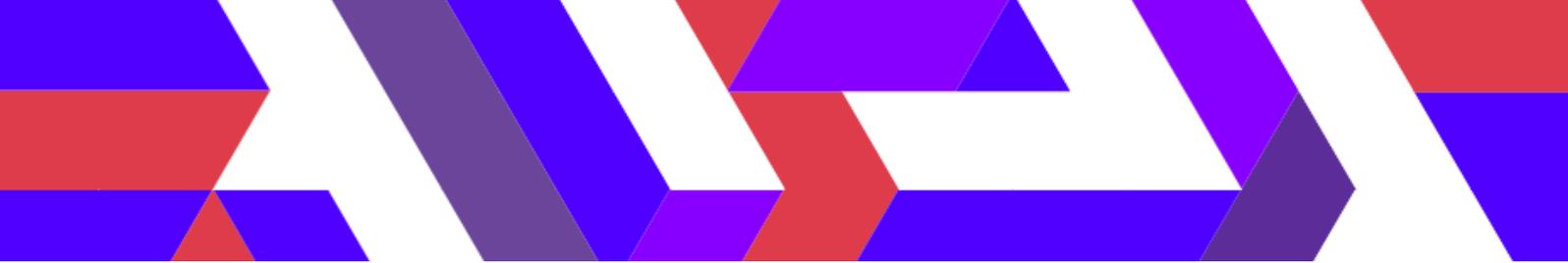
● High Scalability, Low Fees

The MOVEChain enables MOVE Network to transact in an ultra-fast, stable and secure environment while exposing our end-users to minimal fee exposure.

● Community Governance

Platform token holders will be able to submit recommendations, vote on policies, and moderate the platform to ensure consistency with the community's moderating needs.





3.2 MOVEChain

The use of MOVEChain (MC) is developed to solve the bottleneck problems of public chain capacity and it has given MC a friendly development environment such as "expansion + ease of use + interoperability", created the fastest path for developers to enter the NFT market.

MC supports the construction and connection of two mainstream expansion paths, Layer 2 network and side chain. Layer2DEX can achieve a CEX-level user experience after a user initiates a transaction, there is no need to wait for the final confirmation result on the Ethereum chain. As a result, MOVEChain enables the MOVE Network to transact with limited transaction fee and high-speed transaction.

● Cross-chain Asset Transfer

Efficient crypto currency and NFT exchange, to achieve unlimited, secure, and real-time cross-chain payment.

● Cross-chain Exchange

Cross-chain technology is the infrastructure to open up the value exchange between two chains. Values such as data and information flow between different chains.

● In-chain and off-chain resource interaction

Build a bridge between the blockchain and the traditional Internet, and better complete users, data, and usage scenarios on the basis of the traditional Internet.



04

MOVE Network Platform Features

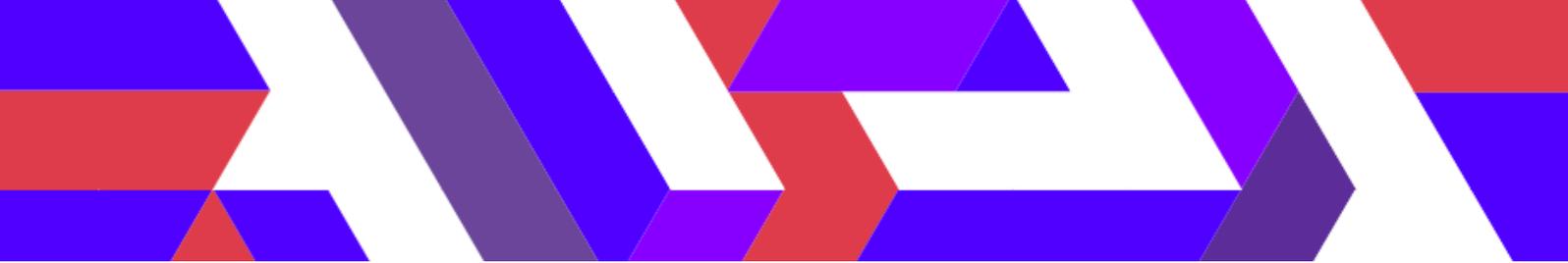


The development, discovery, and trade/distribution of NFTs will be the primary focus of the MOVE Network platform. We're excited to launch new and creative features built from the ground up to use NFT as a transaction and content medium.

MOVE Network is a non-custodial platform for users to collect, sell and create collectibles. Deployed and integrated the flagship front end of the blind box, mining pool and decentralized auction market. The built-in cross-chain and the completeness has strengthened the connection between blockchain assets, users and the real world. Any IP Owner who enters MOVE Network owns the ownership and intellectual property rights of the tokens.

MOVE Network has some core features which are unlocking the potential of NFTs for all users.

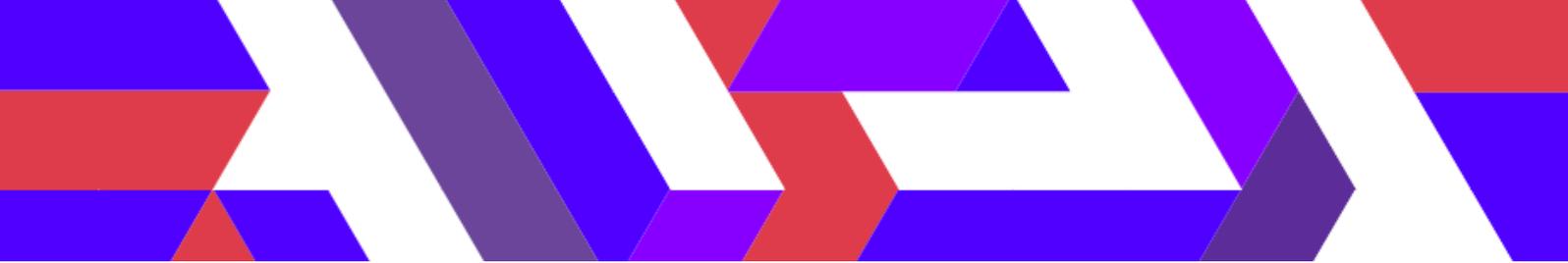




4.1 User Friendly NFT creation

MOVE Network allows users to create their own NFT tokens with one-click through simple operations. The MOVE Network ecosystem will be built around a highly customized NFT development framework. We want to provide all developers with a collection of NFT minting tools that can be tailored to any distribution strategy. MOVE Network NFTs will support both ERC721 or 1155 standards.

- Define custom scarcity choices, such as one-of-a-kind or limited. Holders of verified tokens would have access to higher scarcity caps.
- Define versatile royalty on creation to earn commissions from the secondary market. Holders of verified tokens would have access to higher royalty caps.
- Combine existing NFTs to build a new NFT unit in which to trade.
- NFT can be tokenized from any content. Users can batch any number of files and extensions into a single NFT unit using our NFT construction module.
- For the tokenized content, custom and expanded preview options are available. With support for all file formats, including 2D and 3D files, audio, video, and more, the platform is allowed to preview the NFT listings in any way.



4.2 NFT Discovery

The primary method of locating NFTs on the market would be by discovery. For the group, navigating the marketplace and seeking NFTs of interest should be easy, intuitive, and most importantly, enjoyable.

- Keep featuring content and recommended NFTs in routine and will be voted by the community.
- For established artists or designers, register for a validated profile with the MOVE Network to be included in the verified marketplace section.
- Gathering similarly themed NFTs into the private or public collections on the users profiles.
- Following preferred accounts, bookmarking favorite NFTs, and linking to external apps are only a few of the robust social features available to consumers.
- Create media networks for the group to encourage, debate, and interact with NFTs related to a specific theme.
- Examine historical operation histories for all users and NFTs that have been validated by the blockchain.
- NFT listings for authenticated token holders are given priority.

4.3 NFT Trading

Users can transact safely on the platform using a variety of trading options until they've built their NFTs or discovered the NFT of their dreams. Traders would have a variety of transaction strategies to reduce stress and increase profits.

4.4 Move Network NFT Fragmentation

Move Network captures market value at a low threshold by issuing NFT and fragmented tokens. Investors can obtain profits and risks through trading and fee sharing; buy out all fragments. Coin collectors can enjoy the same benefits as NFT owners; there will even be financial derivatives based on NFT fragments in the future.

Users only need to pledge NFT (or multiple NFTs) to Move Market, and Move Market will automatically generate a token contract. The owner of Move Market can set the proportion of tokens to enter the secondary market, and reserve the token distribution for the primary market/creative team/community incentives. The owner of Move Market can pledge more NFTs to enter Move Market in the future.

Fragmentation advantage:

- Low-cost liquidity market: The creator does not need any funds (except for gas fees) to create a fragmented token market, allowing the market. The market directly determines the price of NFT.
- Fee sharing model: The fee sharing method in the pool is extremely flexible. In the subsequent design, the creator and the trader will be considered, both enjoy the share of handling fees.
- High scalability and composability: On the one hand, by turning fragments into FT, FT can be freely traded through Move Network or other exchanges; it can also be used in lending, derivatives and other scenarios. On the other hand, the Move Network itself has a high degree of the scalability of, will add more financial use cases in the future.

4.5 Application

● Gaming

The total expandable market (TAM) in this area may exceed \$200 billion. Players do not need to go through an intermediary, and can basically profit from their own creations, from the entire game generation universe, new weapons, and cute animals, and directly pay for the things they create. The game world is also encouraging the formation of an attractive and interactive community, players began to build an inner community layer through peer-to-peer transactions.

● Digital Art

It is estimated that the annual circulation of the global art market is 70 billion U.S. dollars, and the sales of counterfeit artworks account for 20%-50% of it. Digitizing the ownership of artworks through Move Network will reduce the chance of counterfeiting because the tokens are located on the blockchain, thus ensuring their authenticity.

● Memorial Collection

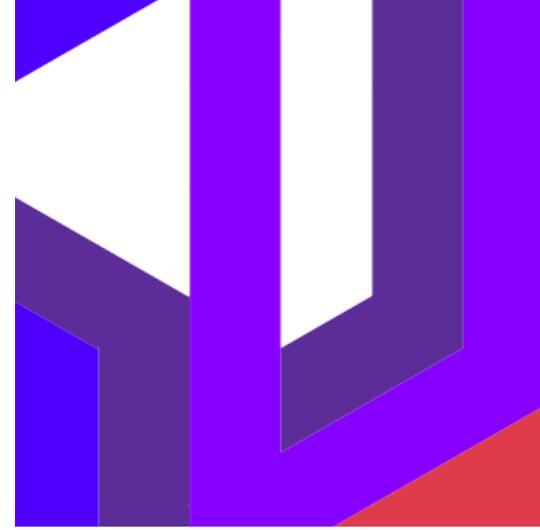
Collection cards, videos, pictures, etc.

● Entertainment

Move Network redefines the traditional form of entertainment product distribution. It is issued as NFT tokens through a blockchain-based music platform. Music fans can choose from three types of tokens: the first type provides special album packages; the second type provides virtual live performance bonuses, such as "front row seats"; and the third type includes exclusive audio-visual art.

05

MOVD Tokens



MOVE Network will be governed and funded the MOVE Market by our native and fungible \$MOVD tokens.

\$MOVD tokens can be used as a utility token and a governance token. After our public sale has ended, \$MOVD will be released and circulated as a ERC-20 token prior to the public launch of MOVE Network.

Usage of MOVD

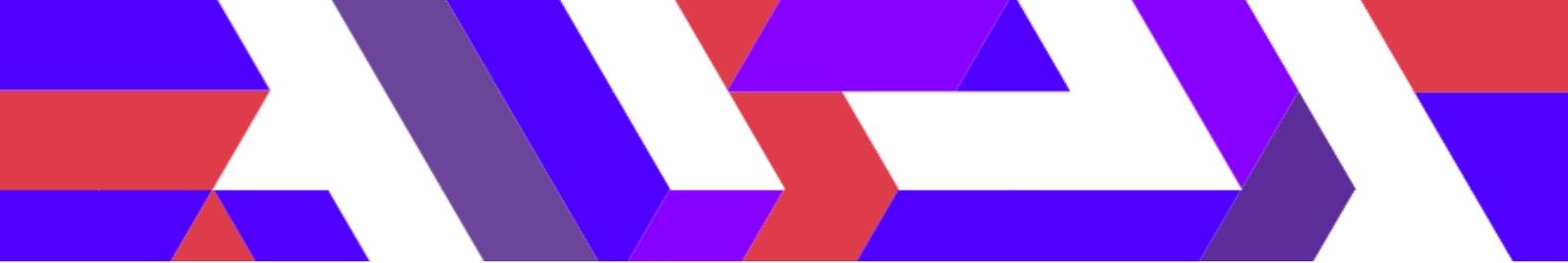
Users of the platform will reap plenty of advantages merely by holding verified amounts of MOVD tokens. These advantages would not be applicable to users who do not have MOVD tokens, who will be limited by the default constraints.

● Priority listings and discovery

Listings from validated token holders will gain expanded visibility and preferential placement on our marketplace.

● NFT Airdrop and Blindbox

MOVD Token stakers are allowed to participate in NFT Airdrop and Blindbox community event



● Discounted platform service fee

Validated Token holders are enjoying lower transaction fees when trading NFT on the MOVE market.

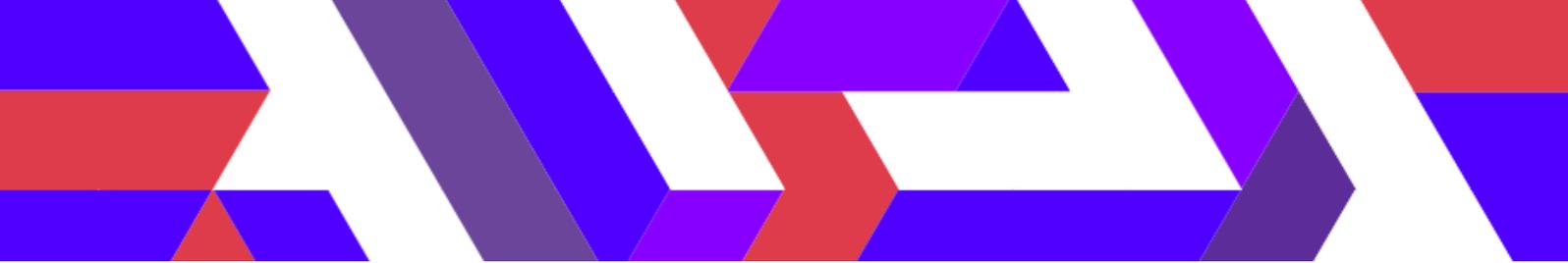
● Community Governance

By voting with MOVD, token holders may also engage in the moderation panel and initiative voting for the MOVE Network. The more MOVE Token a user possesses, the more voting rights the user would have.

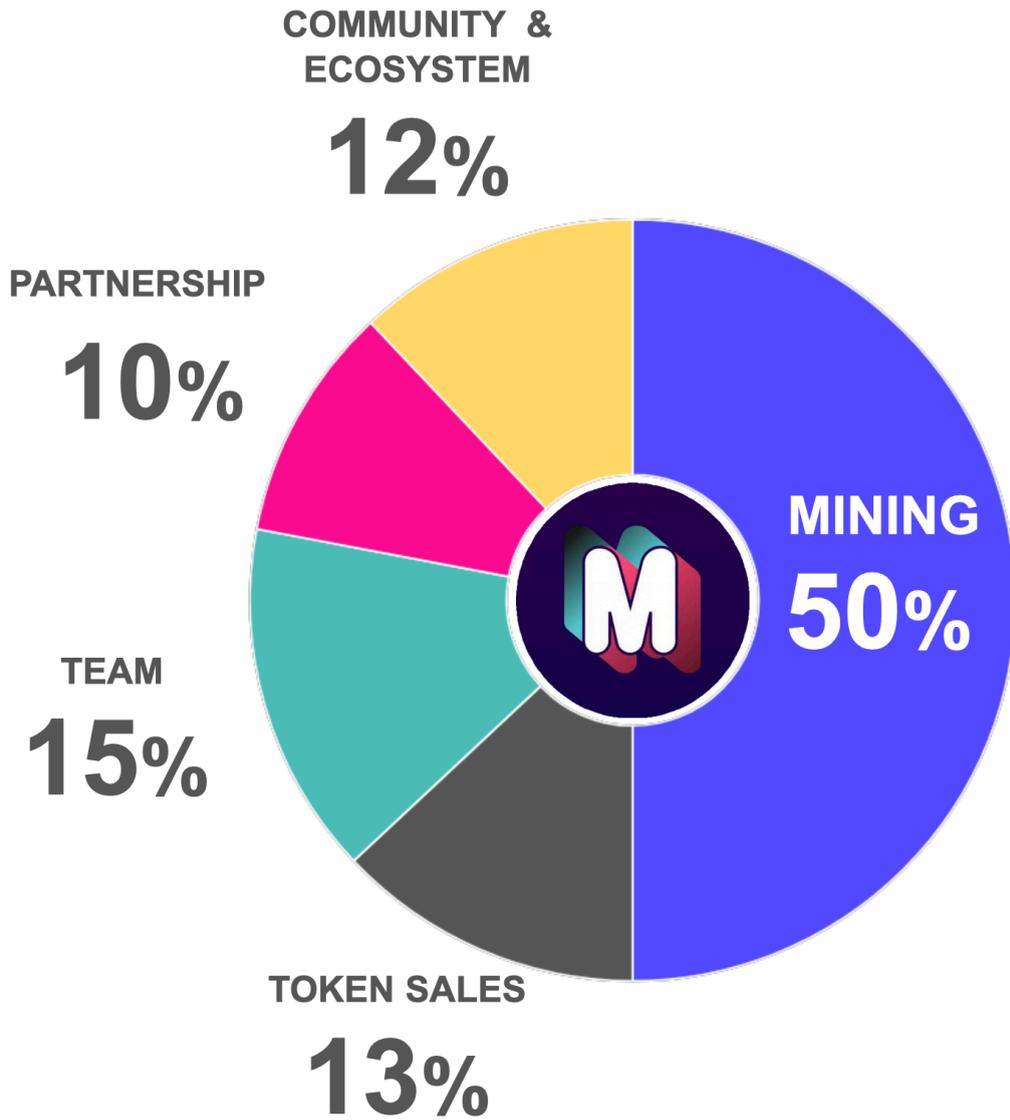
● Exclusive sales access

Token holders are allowed to access exclusive NFT drops, VIP NFT item auctions and NFT launchpad listing from the MOVE Network.





Token Allocation



- Team
- Token Sales
- Community & Ecosystem
- Partnership
- Mining



06 Roadmap



2021 Q3

MOVE Centralized Platform

- NFT Airdrop/ Blind Box Discovery
- MOVE Token Sale
- NFT Marketplace access
- MOVD Staking

2022 Q1

Metaverse Wallet Launch

- NFTs trading on Open Market
- Liquidity Pool Protocols
- Smart contracts running on diverse blockchains.



2022 Q4

MOVE Public Chain (MOVEChain)

- Low Gas Fee NFT Creation
- Cross-chain NFT
- IPFS Storage
- Telecom company Nodes

2023 Q3-4

ETH/IPFS Launch

- Community Mining
- IDO for NFT Creator
- NFT Marketplace
- MOVD Staking

