

# NEOKI

DECENTRALIZED MATRIX



WHITE PAPER



# Table of Contents

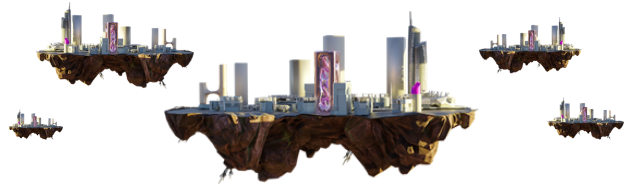
<b>1. INTRODUCTION.....</b>	<b>1</b>
1.1. Audience .....	3
1.2. Market.....	4
1.3. Market Gap.....	5
1.4. Market Size & Growth.....	7
1.5. History & Inspiration.....	9
1.6. Competitive Advantage.....	9
1.7. Objectives.....	12
<b>2. THE NEOKI DEMA COMPONENTS.....</b>	<b>12</b>
2.1. NIKO Token.....	12
2.2. Open World Metaverse.....	15
2.3. Digital Wardrobe.....	15
2.4. NFT & Twin marketplace.....	16
2.5. DAC.....	16
2.6. Lands.....	17
2.7. Avatars.....	17
2.8. DAO.....	18
<b>3. ECONOMY.....</b>	<b>19</b>
3.1. Tokenomics.....	20
3.2. Token distribution.....	23
3.3. Neoki token Flow.....	25
<b>4. TECHNOLOGY.....</b>	<b>26</b>
4.1. Polygon Bridge.....	26
4.2. Future Technology Integrations.....	26
4.3. Polygon: Ethereum's Internet of Blockchain.....	27
4.4. Multiple Class Fungible Token (MCFT).....	27
<b>5. TEAM.....</b>	<b>29</b>
<b>6. ADVISORS.....</b>	<b>30</b>
<b>7. Roadmap.....</b>	<b>32</b>

# 1.INTRODUCTION

Neoki Decentralized Matrix (DeMa) is a decentralized platform with the vision of democratizing the world of design and creativity. DeMa revolutionizes digital interaction by introducing a multi-dimensional, interconnected framework. Unlike traditional linear blockchain networks, DeMa operates on a complex matrix where various components such as metaverses, marketplaces, digital assets, and DAOs are intricately linked. This multi-layered interaction allows for a richer, more immersive user experience, where actions in one dimension can influence and interact with others, leading to a dynamic, interconnected digital ecosystem that mirrors the complexity of real-world systems. Neoki's vision will come true through interaction of multiple components:

- **Building community:**

By enabling users to build communities and DAOs (Decentralized Autonomous Organization) to be utilized as an infrastructure that allows every member of the community to be seen and have a say in decision-making and therefore bring out the real meaning of democratization.

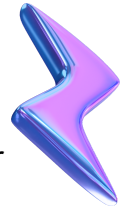


- **Multi-Metaverse:**

The concept of a "Multi Metaverse" refers to the idea of multiple interconnected virtual worlds that are created and maintained by different organizations, companies, or individuals within Neoki. Each of these virtual worlds may have its own unique rules, environments, and user populations. Users would have the ability to create a single avatar or digital identity that could exist across multiple verses. This would allow users to Build their own branded and governed verses.

- **Financial Freedom through Nikonomy :**

Nikonomy is a multi layered economy model designed by Neoki DeMa. It is a type of economic system that utilizes a two-tiered currency system. In this model, the base currency serves as the foundation and is used as a widely accepted currency throughout the ecosystem. The interface currency, on the other hand, is used as a currency within specific interface applications or verses and may have varying values depending on the application or platform used. Nikonomy gives financial freedom and financial choice to users of Metaverse and enables verses to build their own branded economy ecosystems. This approach also allows for greater flexibility in token design, as creators can tailor their tokens to the specific needs and use cases of their virtual world.



- **Incentivization :**

The concepts of “Design to Earn” and “Collaborate to Earn” allows every user to create an economy around their obvious or hidden talents while providing an incentivizing model for users and community members to interact and collaborate with each other. These incentive models encourage the users to collaborate regardless of influential items in the existing world such as geographical regions, genders, political views, etc and eventually build the foundations of a democratized world of design.

Individuals or entities who are involved in any aspect of design, such as end customers, designers, collectors, manufacturers, or brands, can create, market, purchase, collaborate on, educate, and monetize their design content in areas such as interior design, fashion accessories, jewelry, art, automotive, architecture, industrial design, and more. Neoki's community permanently owns the land parcels in which they have complete control over the content published, ranging from artistic expression to direct communication and connection with users without any intermediaries.

Lands in Neoki are non-fungible, transferrable, and scarce virtual assets its ownership is recorded on a Blockchain-based ledger of parcels in a smart contract. Users can buy land as well as perform in-world purchases of minted designs and services by spending Niko, the ERC-20 Token of the Neoki platform.

In the existing design world, the centralized ownership and selection of content create several challenges for players in this industry in terms of ownership rights, inclusivity, accessibility, and efficiency. The high influence of premium and dominant players of the industry centralizes and therefore limits the chances and opportunities for the rest of the players and consequently creates a corrupted market. As a result, young, new, smaller, and geographically challenged players have minimal opportunities to be seen but also prove creative ownership of their work.

With The Neoki DeMa , we are aiming to minimize these challenges by using Blockchain technology attributes to decentralize and democratize the design world. Digital Asset Creator (DAC) of Neoki supports users to create, build, design, and share their work without central control while retaining the ownership of their work on an immutable Blockchain with NFTs.



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In this document, you can read more on developed concepts, key features, technology, and economic mechanisms of Neoki.

## 1.1 Audience



There are several categories of audiences and users in Neoki:

- **Designers:** These are the users who participate in the Neoki platform's experiences through their talent and art in design. They may have different levels of experience and skill and may interact with other designers and users within the platform. They can come from various industries such as interior design, architecture, fashion, accessories, etc.
- **Creators:** These are the users who create content within Neoki platform, such as brands, shows, events, games, virtual worlds and verses, or digital art. They may have a background in commercial brand ownership, game development, graphic design, or programming, and may use the Neoki's tools and resources to create their content. Some creators can be brands from various industries, premium artists and designers, influencers and celebrities.
- **Traders:** These are the users who engage in buying and selling virtual assets within Neoki platform, such as virtual currency, virtual real estate, or rare virtual items. They may participate in virtual auctions, exchanges, or marketplaces to buy or sell these assets.

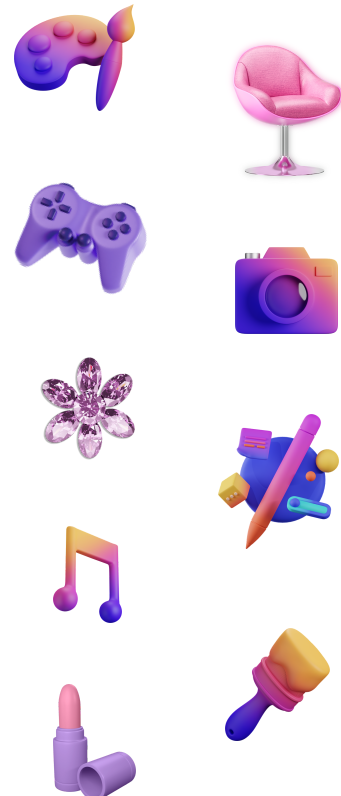
- **Investors:** These are the users who invest in the Neoki virtual assets, such as Lands or Niko token. They may buy and hold these assets as a form of investment, with the hope of profiting from their appreciation in value.
- **Socializers:** These are the users who use the Neoki platform primarily for socializing and connecting with others. They may participate in virtual events, meetups, or chat rooms to interact with other users within the platform.
- **Educators:** These are the users who use the Neoki platform for educational purposes, such as hosting virtual classrooms or workshops. They may use the platform's tools and resources to teach courses on a wide range of topics.

A user can hold multiple roles simultaneously.

## 1.2 Market Background

We classify the markets Neoki disrupts into primary and secondary markets. The primary markets are those that are the immediate focus and Neoki is revolutionizing the most which here is the design world in various industries and markets such as:

1. Interior Design
2. Furniture Design
3. Fashion & Accessories Design
4. Jewelry Design
5. Architectural Design
6. Automotive Design
7. Digital Art Design
8. Industrial Design
9. Game Design
10. Beauty Design



The secondary markets are those that are not the immediate focus of Neoki but are indirectly affected such as:

1. Education market
2. Event planning and organizing
3. Entertainment

People are spending increasingly more time in virtual worlds, for both leisure and work. This occurs predominantly in 2D interfaces such as the web and mobile phones, but a traversable 3D world adds an immersive component as well as adjacency to other contents. Additionally, the increasing pattern of new generation participation in the virtual world makes it inevitable for retailers and creators to have a presence and be close to their potential customers. According to Deloitte's 2021 Digital Media Trends report, participation within the Metaverse is vital for marketing if you want to engage with Gen Z.

"Retailers see so much potential in [the] Metaverse because  
it can augment their persona in a really interesting way,"

*Zipline co-founder*

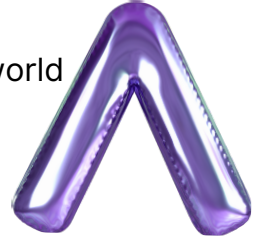
**Generation Z** (those born between the years 1997 and 2012) make up approximately 60% of users in the Metaverse. This generation spends approximately eight or more hours a day online and they are more immersed in digital culture than any other generation.



On top of that, in regards to the art industry, as revealed in the 2020 edition of The Art Basel and UBS Global Art Market Report indicate that High Net Worth (HNW) millennials are now the fastest-growing constituency of collectors, and at the top end of the market, they buy more art and spend more on it than any other demographic. Additionally, 60% of Gen Z and 62% of millennials believe how you present yourself online is more important than how you present yourself in person. Plus, Gen Z—defined as those now aged between seven and 22—account for 32% of the population (and 40% of consumers), according to data from Bloomberg, nudging them ahead of the relatively senile 22 to 37-year-old millennials.

However, the presence of high fee intermediaries, geopolitical limitations, and lack of direct access to the right audience are only some of the challenges that exist in the path of artists (designers, musicians, etc.) in Web 2.0 and centralized systems today.

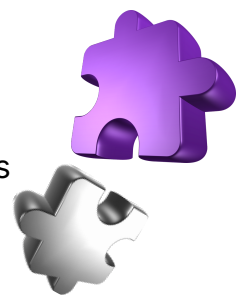
Additionally, the **Alpha Generation**, born after 2010, is growing up in a world where technology is ubiquitous and integrated into many aspects of daily life. They are exposed to smartphones, tablets, and other devices from an early age, which may make them more comfortable with using digital technology. Moreover, with the rise of the metaverse and virtual worlds, the Alpha Generation is likely to be more metaverse-ready than previous generations. They are already using digital platforms and technologies to connect, learn, and play, and the metaverse offers them new ways to socialize, learn, and create. The Alpha Generation's familiarity with digital technology, combined with their curiosity and creativity, make them well-positioned to be active participants in the development and evolution of the metaverse. Overall, the Alpha Generation is growing up in a more digitally connected world and may be more comfortable with using digital technology and ready for the metaverse than previous generations.



It is therefore from this perspective that Neoki comes in handy to facilitate this presence and connection through building unique Advisory boards from Generation Z and Alpha.

### 1.3 Market Gap

Although, as explained above, the virtual presence of users and creators as the two main audiences and personas of Neoki DeMa is increasing and inevitable, this growth comes up with several problems that have become inherent to this sector, and as a result, multiple challenges are militating against the sector. They include; the problems of the authenticity of design, proof of ownership of work, fear of imitation, lack of focus on small designers, and lack of opportunity for small designers to connect to the creators. Here it comes that NEOKI DeMa observed the following challenges in the centralized virtual solutions of today's design world.



- **The authenticity of Designs:** Authenticity becomes an evaluation and decision-making criterion that guides consumers' behavior and brands.

- **Proof of Ownership:** The online sale of artworks and designs faces a high critical issue within the illegal distribution of the original content and source files. The provenance of a piece of art, or its documented history of ownership, can often be incomplete or ambiguous. This can lead to disputes over ownership and authenticity, and can make it difficult to determine the true value of a work.
- **Collaboration:** Most users and designers incur a lack of collaboration and social interactions with creators, especially after the Covid pandemic.
- **Market dominant users and creators:** Most Brands work with a close network of premium designers without looking at the bigger potentials of the other artists and designers
- **Fear of Imitation & Counterfeiting:** Many manufacturers and brands have the fear of sharing their designs because of the imitation capabilities of neighboring organizations.
- **Limited Business Funnels:** Business is made limited to the product manufactured and designers don't generate any opportunity from their designs.
- **Creative Limitations & lack of visibility:** talents and creators are limited by their social, cultural, financial, Industrial, Political, Market, Legal, and geographical backgrounds which results in a limitation in their creativity.
- **Promotion:** Designers struggle to promote their designs and artworks to find the right audiences and networks and display their capabilities borderless.
- **Talent Accessibility:** It's not only about designers not having access to brands but also brands having limited access to creative designers. This lack of accessibility to talents translates to high design costs and low creativity for brands.
- **Sustainability:** the challenges above lead to less communication between consumers and fans with brands and creators, which eventually means more unpopular design production and overproduction, which leads to lower sustainability in the design industry.
- **Lack of transparency:** market domination of premium designers and influential creators have today led to lack of transparency in the design industry.

## 1.4 Market Size and Growth

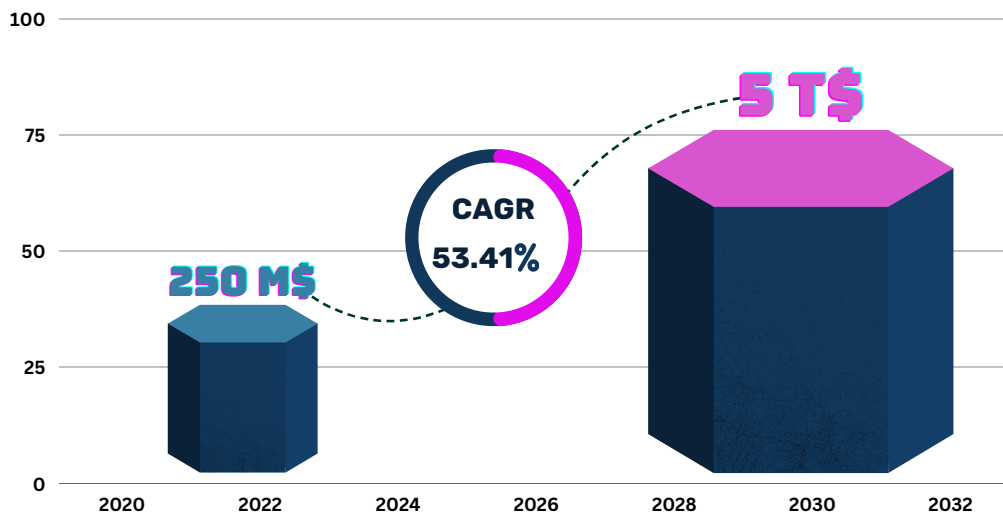
McKinsey and Company estimated that the metaverse has the potential to generate an economic value ranging from \$4t to \$5t by 2030.

This is due to its expected widespread adoption among business sectors and consumers. According to McKinsey's report, the metaverse's economic value will be boosted by its appeal to different genders, geographies, and generations. Furthermore, the report highlighted consumer spending on digital assets and willingness to adopt new technologies as other driving factors.

In addition, the economic value of the metaverse will be increased by companies' significant investments in developing the necessary infrastructure. The report also mentioned that brands experimenting on the metaverse and receiving positive feedback from consumers would also contribute to its economic growth

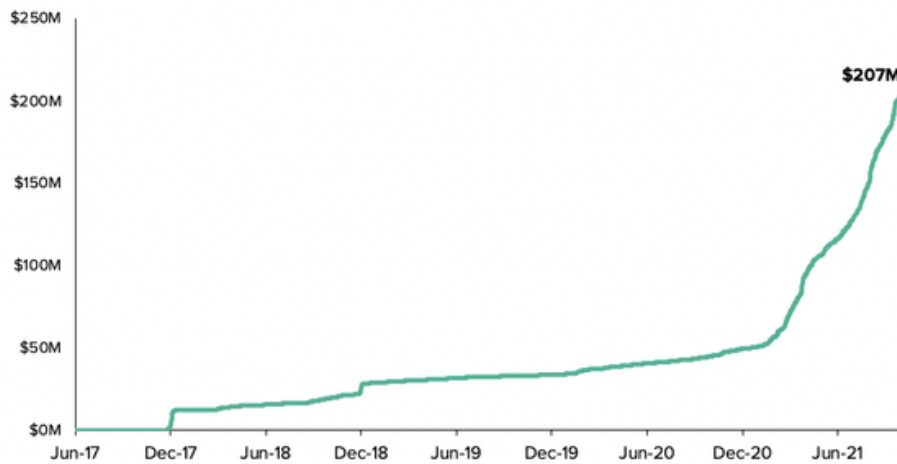
"While estimates of the potential economic value of the metaverse vary widely, our bottom-up view of consumer and enterprise use cases suggests it may generate up to \$5 trillion in impact by 2030, equivalent to the size of the world's third-largest economy today, Japan,"

*McKinsey*



**GLOBAL METAVERSE MARKET  
2022 - 2030**

## Global all-time total value spent on completed Metaverse sales



The process of providing a scheme or drawing of any object to illustrate its appearance and functionality of it is known as a design service; which has tremendously increased due to rapid technological developments, strong economic growth in emerging markets, demographic transformations, and growth in the remodeling industry.

The global market for design services surpassed a value of \$249.5 billion by 2022, having grown at a compound annual growth rate (CAGR) of 11.6% since 2014. Considering all, as technology develops, the demand for designers undertaking any project increases noticeably.

It's important to note that the design service market has faced labor shortages due to a lack of appropriately trained employees and a very competitive trend among companies. In this sense, designers have been trying a lot to be seen and selected to stand within the market. Likewise, some designers could not update themselves with the latest skillsets required by companies, which led to their exclusion from many opportunities according to their talents. As proof, the institute of Indian interior designers announced a big shortage of around 300,000 interior design professionals in 2018.



## 1.5 History & Inspiration

The idea of Neoki DeMa was born years before Neoki even entered the market. We did not call it a Metaverse back then. 20 years of experience in the construction, architecture, and art industry merged with information technology and fintech led to the creation of the Neoki DeMa idea. The main motive for Neoki was to bring fairness back to a highly capitalized and centralized design world. The nature of previous activities surrounded us with not only many young talents, designers, and brands but also premium and senior ones. Having worked among the challenges mentioned before pushed us to make a change. Neoki inspiration got even stronger when NFTs were innovated as a tool to support artists.

However, before Neoki was created, we tested the idea on a smaller scale with a virtual mall for the furniture and interior design industry as a proof of concept in 2018 called Hemstad. In 2019 we were already having :

- 400+ brands contracted
- 1200+ designers and talent subscribers
- 40+ premium designers
- 400+ art and design pieces submitted for future NFT collection
- 120k+ followers on social media
- Diversity of subscribers from Europe, America, East Asia, and MENA



The success of Neoki De proof of concept confirmed the need for Neoki to enter the market as soon as possible.

## 1.6 Competitive Advantage

The creation of a decentralized Blockchain-based multi-Metaverse platform focusing on the design world provides various advantages in comparison to existing non-Blockchain, centralized ways of working. Neoki DeMa offers a number of advantages in being more secure, transparent, interoperable, and democratically governed, making Neoki well-suited for a wide range of applications and use cases. Neoki differs from other virtual worlds and social networks in various ways such as not being controlled by a centralized entity, giving power back to a whole decentralized community, focusing on the design world, and empowering less seen artists and younger brands which lower the chances of competition.



**Nikonomy**

The multi layer economy model of Neoki DeMa promotes financial freedom and branded economy opportunities to users which is very unique to Neoki.

**Multi-Metaverse**

The possibility of building your own verse with your own set of rules makes Neoki DeMa not only a metaverse platform but a launcher for metaverses which hugely contributes to interoperability.

**Twin Aspects**

Neoki DeMa NFT & twin marketplace is a perfect blend of NFT marketplace and web3 ecommerce which allows brands and users to blend the physical and digital world

**GOVERNANCE**

Neoki DeMa operates under a more democratic & decentralized governance model. This means that after transfer of ownership through progressive decentralization, decisions about the platform are made by the community of users, rather than a central authority. In contrast, non-Blockchain, centralized ways of working are typically governed by a small group of individuals or a single entity, which may not reflect the needs and desires of the broader community.

**Co-Creation**

In Neoki DeMa, users and creators are building the future together and in collaboration with each others. The users are involved in creators decision making and vice versa in a decentralized distributed pattern. This created a shared, circular economy.

**Innovative Business Model**

Neoki DeMa is focusing on markets which despite the tremendous technology improvement in recent decades, their business models stayed traditional, such as fashion and is blending innovative business models of gaming sector with traditional sectors

## Comparison Table

Attribute	Neoki DeMa	Current Design world solutions
<b>Ownership</b>	<ul style="list-style-type: none"> <li>Assets stored in users' wallets</li> <li>Tokenization</li> <li>User is the only one who permanently has access to the asset and can make changes.</li> <li>users can always prove their ownership over their assets</li> <li>Assets can be fractionalized and owned by multiple users</li> </ul>	<ul style="list-style-type: none"> <li>Assets are stored in design systems that are not owned by users but by a central entity;</li> <li>Copyright limited and items can be modified by third parties;</li> <li>Ownership is tied to the system or process.</li> <li>Users can lose assets if the system is closed down or gone</li> <li>Assets are owned by one central entity</li> </ul>
<b>Irreversibility &amp; Security</b>	<ul style="list-style-type: none"> <li>Asset ownership is irreversible</li> <li>Transaction and transfer or ownership of assets are immutable</li> <li>Blockchain security and immutability cause less fraud</li> </ul>	<ul style="list-style-type: none"> <li>Asset ownership is hard to prove.</li> <li>Transactions and transfers or ownership can be manipulated or corrupted</li> <li>Centralization comes with a high possibility of fraud</li> </ul>
<b>Innovative Business Models</b>	<ul style="list-style-type: none"> <li>Users have full control over owned assets</li> <li>Users can create their own business models and trade their work</li> <li>Users receive full price intermediaries for their work as there are no</li> </ul>	<ul style="list-style-type: none"> <li>Users have to follow the business models of the system and are controlled by a system</li> <li>Users do not have full control over their work</li> <li>Users have to share income with intermediaries</li> </ul>
<b>Democracy</b>	<ul style="list-style-type: none"> <li>users and creators have limitless opportunities for collaboration</li> <li>Creators and users are in a Peer to Peer (P2P) connection with no intermediaries and can freely interact</li> <li>Premium and young talent both have equal visibility opportunities</li> <li>Users can showcase their full scale creativity without geopolitical worries</li> <li>Users and creators can create their own business and therefore, be in full control of business processes</li> <li>Business and transaction histories are recorded on the Blockchain and are fully transparent</li> <li>incentives of different initiatives are distributed to all users and creators who played a role in</li> </ul>	<ul style="list-style-type: none"> <li>Users have very limited chances of collaboration</li> <li>Creators and users have no means of communication</li> <li>Opportunities are dominated by bigger players</li> <li>Premium designers are ruling out the younger talents</li> <li>Young talents have limited visibility opportunities</li> <li>Geopolitical challenges limit users' work opportunities</li> <li>Users have no say in the business process defined in the world of design</li> <li>Incentives generated by creators through users are not shared with users</li> <li>Business processes are not transparent</li> </ul>

## 1.7 Objectives

Neoki Dema aims to promote democratization and decentralization in the field of design, creating a more equitable economy in this space. The platform seeks to foster inclusivity by bringing together users and creators from around the world, irrespective of any geopolitical or demographic barriers. To bridge the gap between the physical and digital realms, Neoki leverages NFT Physical twins. By establishing a shared economy between creators and users, the platform envisions enabling individuals to explore their talents and build businesses around them, both obvious and hidden. Ultimately, Neoki strives to empower everyone with opportunities to unlock their creative potential.

## 2. THE NEOKI DeMa COMPONENTS

### 2.1 Niko Token

Niko is an essential part of Neoki DeMa and we are working on establishing key mechanics that makes it intrinsically tied to Neoki and its value.

Niko is an ERC-20 token built on the polygon Blockchain that serves as the basis for transactions within Neoki. The Niko token can serve as both a utility and governance token in Neoki Multi Metaverse, a cross-chain metaverse ecosystem that enables users to connect and interact across different blockchain networks. As a utility token, Niko can be used as a means of exchange within the Neoki Multi Metaverse, allowing users to purchase virtual goods, assets, and services within the ecosystem. It can also be used to pay transaction fees, access premium features or content, and participate in other activities that require a means of exchange. Niko also allows for staking. This is also the only way to get valuable stars and Classes, needed for asset creation



Additionally, the Niko token can play a crucial role in the governance of the Neoki DeMa. Holders of Niko can participate in decision-making processes related to the development, improvement, and growth of the ecosystem. This includes voting on proposals, electing representatives, and other governance mechanisms that enable the community to have a say in the direction and future of the ecosystem.

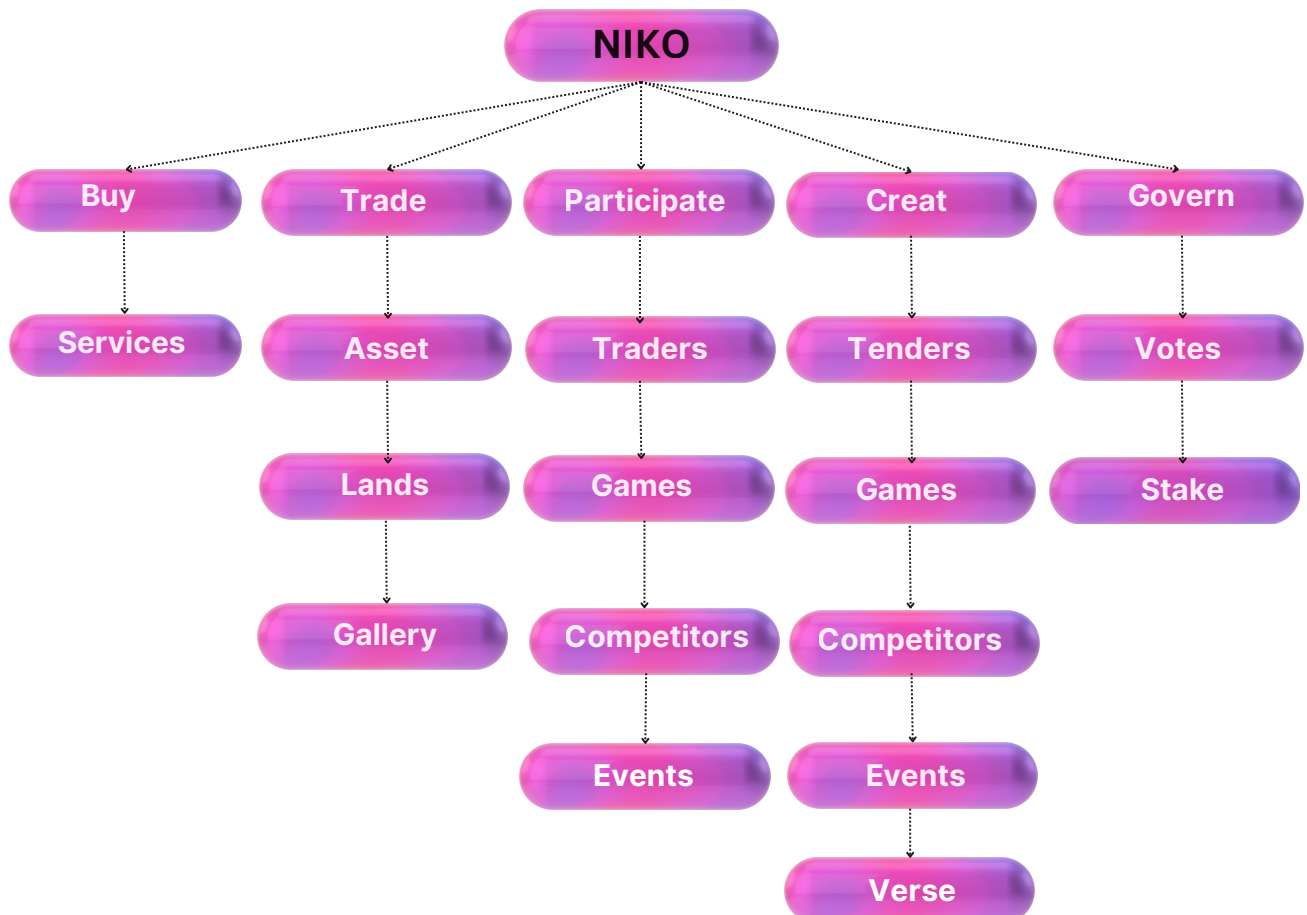
Moreover, Neoki DeMa can also use the Niko token to incentivize active participation and contribution from users. This could include providing rewards or bonuses to users who hold and use Niko within the ecosystem, or offering special opportunities and benefits to those who actively participate in governance and community-driven activities.

The versatility of the Niko token as both a utility and governance token can help to drive engagement and adoption among users within the Neoki Multi Metaverse, creating a vibrant and active community that is invested in the success and growth of the ecosystem. This, in turn, can help to drive innovation and development within the metaverse, creating new opportunities and possibilities for users and stakeholders alike.

**Decentralized identity:** The Niko token can be used as a way to verify the identity of users within the metaverse, providing a decentralized and secure way of managing identities.

**Community governance:** In addition to the governance of the Foundation Pool and Staking Pool, Niko tokens can be used for community-driven decision-making processes, such as proposals and voting for new features or improvements to the ecosystem.

**Partnership collaborations:** The Niko token can be used as a tool for collaborations and partnerships with other metaverse ecosystems or blockchain projects, creating new opportunities for growth and development. Fee Capture model = 4% of all transaction volume carried out in Niko tokens (Transaction Fees) shall be allocated with 50% to the Staking Pool as rewards for token holders that Stake Niko tokens and 50% to the "Foundation."



## Foundation

The role of the Foundation is to support the ecosystem of Neoki Dema, offering grants to incentivize high-quality content. To date, the Foundation has funded over 1000+ artists to produce NFTs ahead of the public Launch in April 2023.

## Incentive Plans

We have developed 4 incentive plans to ensure the success of Neoki Dema, through which Neoki DeMa will provide support to the ecosystems of creators and users as well as to provide the resources needed to grow the market and develop high-quality design experiences.

**These 4 incentive plans are:**



### 1. Foundation Pool:

Transition to Foundation will be through progressive decentralization as we implement a DAO/Community driven solution towards a decentralized model for the benefit of the token ecosystem.

### 2. Staking Pool:

It is designed to provide incentives to token holders who are actively locking their funds in smart contracts. Its governance will migrate from a centralized decision towards a DAO mechanism in the coming years.

### 3. Company Treasury:

This Treasury of Niko serves as an incentivization mechanism. The Niko accumulated in this manner will be reintroduced into the market, primarily to cover operational costs.

### 4. Company Reserve:

This is the initial company reserve of 660mm Niko (22% of total Token Supply).

## 2.2 Open World Metaverse

Neoki Dema's metaverse is a vast, immersive virtual environment that offers an expansive digital universe for users to explore, interact, and create within. It is characterized by its lack of predefined boundaries or linear narratives, allowing users to experience a sense of limitless exploration and freedom. Users can engage in a wide array of activities that mirror, extend, or completely transcend real-world possibilities. They can create and customize their avatars, which serve as their digital personas, enabling them to interact with other users in a deeply social and collaborative manner. Social interaction is a cornerstone of the open-world metaverse, ranging from casual conversations to forming communities and participating in large-scale events.

Moreover, users can engage in various forms of entertainment, such as playing games, attending virtual concerts, or exploring virtual landscapes that range from realistic recreations of real-world locations to fantastical realms born from pure imagination. The open-world metaverse also serves as a platform for creativity and innovation, where users can design, build, and trade virtual assets like clothing, buildings, or even entire landscapes.

Users can also participate in interactive learning experiences, attend virtual classes or conferences, and collaborate on projects in virtual workspaces.

## 2.3 Digital Wardrobe

This component is a revolutionary one-stop marketplace for both gamers and gaming companies as well as non gamers providing access to skins and in-world accessories. This innovative feature allows virtual worlds to upload their 3D modeled avatars, enabling Neoki DeMa users to not only select but also customize these avatars with unique designs. Beyond gaming, the Digital Wardrobe caters to non-gamers as well, offering a comprehensive collection of digital fashion items and wearable NFTs, thus creating a complete digital wardrobe experience. This integration of fashion into the virtual world opens new market opportunities for fashion and accessory brands, which have traditionally been absent in the gaming industry. Simultaneously, the Digital Wardrobe serves as a secondary market, complementing the platform's NFT and twin marketplace components. It stands as a bridge between the gaming world and the fashion industry, fostering a new realm of digital expression and commerce, and expanding the scope of digital asset utilization in both gaming and fashion sectors.



## 2.4. NFT & Twin Marketplace

Neoki DeMa's marketplace is decentralized and governed by smart contracts, with the primary objective of connecting buyers and sellers of any digital asset that can be traded on the platform.

The marketplace operates exclusively using Niko tokens for all transactions, while the smart contract guarantees the decentralized exchange of assets.

This NFT marketplace is a unique blend of an NFT marketplace and a web3 E-commerce platform that offers users the ability to create digital native NFTs, tokenize their physical assets and create NFT twins for them, sell these NFT twins alongside their physical twins of NFT digital assets; and, moreover, the platform enables users to order Neoki DeMa's partners in different geographical regions to manufacture the physical twins of their digital assets.

This feature allows users to expand their reach and enable people from all around the world to access their NFT digital assets in a physical form and close the loop of physical to virtual and virtual back to physical world.



## 2.5. Digital Asset Creator (DAC)

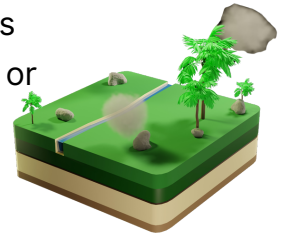
The Digital Asset Creator empowers users to create, design, build, and share their work without the need for central control. This feature enables users to retain full ownership of their work on an immutable Blockchain with NFTs, thereby, ensuring authenticity and traceability.

With this feature, users can unleash their creativity and express themselves freely, without the fear of losing control over their creations.

By providing users with the freedom and flexibility to create and manage their assets, the Digital Asset Creator is a valuable tool for anyone looking to explore and harness the power of the blockchain and NFTs. DAC can also be considered as the heart of the engine of gamification in Neoki.

## 2.6. Lands

Lands in Neoki deMa are ERC-721 NFT tokens based on polygon Blockchain representing plots of Neoki. By purchasing Lands, users and creators have the opportunity to permanently own a piece of Neoki and build or create their customized content and assets.



A landowner can rent their land out, a retail store, publish a game, host an event, build an education center and sell their own asset within their virtual property, The number of globally existing ethnic groups which is 650 today according to "Ethnic Group Worldwide", inspires the number of Lands in Neoki.

Since Neoki focuses tremendously on inclusivity and global community, we have decided to add 1 ethnic group to the existing ones called Neokers. Neokers resemble digital native ethnic group with no physical representation.

The first member of this ethnic group will be born in Neoki, called Gia. Gia's pronounce is She/Her and will build her Neokers community and act as an ambassador for Neoki.

Therefore, Neoki is based on a map of 423,801 Lands (651\*651). In the future, users will be able to combine Lands together to form Hoods and multiple users can own neighboring Hoods to form Kommun and Kommuns to form Verses.

## 2.7. Avatars

In the Neoki ecosystem, an Avatar serves as a representation of users. Avatars can be customized, adorned, and dressed with compatible NFT assets according to a user's preferences. Users can make their avatars walk, run, communicate, jump, and even display emotions. In Neoki DeMa, there are two sets of avatars: twin avatars powered by users and AI powered avatars.







## 2.8. DAO

Neoki DeMa aims to promote democratization and decentralization in the field of design, creating a more equitable economy in this space. The platform seeks to foster inclusivity by bringing together users and creators from around the world, irrespective of any geopolitical or demographic barriers. To bridge the gap between the physical and digital realms, Neoki leverages NFT Physical twins. By establishing a shared economy between creators and users, the platform envisions enabling individuals to explore their talents and build businesses around them, both obvious and hidden. Ultimately, Neoki strives to empower everyone with opportunities to unlock their creative potential. Neoki's infrastructure for democratization is powered by the DAO.

One of the defining features of the DAO is its decentralized nature, as it operates across a multitude of computers, networks, and nodes, rather than being controlled by a single entity. The NEOKI DAO, which is powered by the Niko token, will enable Neoki users and creators to participate in decision-making related to the platform and its ecosystem, including creators, brands, and user activities. Users and creators have several opportunities to utilize the DAO for various purposes.

### 1. Crowdsourcing & Accessibility for Creators:

The Neoki DAO is an essential tool for creators, as it enables them to access crowdsourcing and other resources to help them develop their ideas and creations. With the DAO, creators can pool their resources and collaborate with other users on Neoki, enabling them to develop unique and innovative projects that might not be possible otherwise. This ensures that all creators have an equal opportunity to succeed on the platform, helping to create a more equitable and inclusive ecosystem for everyone.

### 2. Visibility for designers:

The NEOKI DAO provides a platform for designers and creators to increase their visibility and exposure to a wider audience. By participating in the DAO, creators can propose their designs or projects, which can be viewed by other participants in the community. This creates an opportunity for creators to showcase their work to a larger audience, gaining recognition and building their brand.

### 3.Socializers in Neoki:

The Neoki DAO provides socializers with opportunities to participate in decision-making related to the Neoki ecosystem. Socializers can contribute to the community by providing feedback on new features, suggesting improvements, and proposing new initiatives. By participating in DAO decision-making, socializers can help shape the future of Neoki and make it a more engaging and enjoyable experience for everyone. Socializers can also earn rewards for their contributions in the form of NIKO tokens, which can be used to purchase digital assets on the platform or traded on external exchanges. With the Neoki DAO, socializers have the opportunity to become more involved in the community and make a meaningful impact on the development of the platform. This way Neoki will be able to provide a shared and circular economy.

### 4.Crowdfunding:

Crowdfunding with DAO provides an opportunity for creators to raise funds for their projects or ideas through the collective contribution of the Neoki community. Creators can propose their projects to the NEOKI DAO, and if approved, the DAO will allocate funds from the treasury to support the project. This allows creators to gain financial support for their projects without having to rely on traditional sources of funding. Additionally, crowdfunding with DAO provides transparency and accountability in the allocation of funds, as all decisions are made through a decentralized voting process. By leveraging the power of the Neoki community through DAO, creators can receive the financial support needed to bring their visions to life.

## 3. ECONOMY

Our goal is to implement innovative business strategies in an economy that is established and managed by its users.

The Niko token will offer instant liquidity to designers, creators, and users, and its value will be determined by what users can accomplish within the Neoki DeMa ecosystem, such as creating, trading, contributing, showcasing, offering, and winning. We aspire to mirror real-world economic systems.



The main flows of incentive will be the following:

- **Company assets token:** Assets created and developed by the company (LANDS, assets, stars, others);
- **Transaction Fees:** 4% of all transaction volume carried out in Niko tokens in NFT & Twin marketplace of which is to be allocated 50% to the Staking Pool as rewards for token holders that Stake Niko tokens and 50% to the "Foundation."

### 3.1. Tokenomics

Niko is the utility token used throughout The Neoki Universe ecosystem as the basis of transactions and interactions. It is an ERC-20 utility token built on the Polygon Blockchain. Users, designers, developers, publishers, creators, and investors allow Creators and users to exchange assets and Designs and build a user-based platform of rewards while developing an ecosystem where Creators and users/designers will share various truly unique design experiences and use it across the ecosystem.

User-generated digital assets are represented as ERC-1155 tokens. To ensure the everlasting scarcity and verifiable scarcity of non-fungible items, we use the ERC-1155 token standard. This standard allows a smart contract to track token ownership at the individual token level and offers the ability to support multiple states on a single contract and address: each item has a unique identifier and, optionally, unique properties stored as metadata.

Niko can be used and acquired by users/designers/Players/Artists, Creators, investors, and LAND Owners in multiple ways as described below:



### Niko token Utility for different user profile

	User Designers Players	Creators	Investors	Land Owners
<b>Phase 1</b>	Mint asset Buy stars Buy & sell Niko Buy & sell asset Buy & sell Land	Mint asset Buy stars Buy & sell Niko Buy & sell asset Buy & sell Land Rent Land Mint Gallery Lease Gallery Publish Games	Acquire Niko Stake Niko	Buy Lands Combine Lands in the hood Break Lands to Galleries
<b>Phase 2</b>	Suggest assets to Creators	Collaborate with Users	Lending Borrowing	Build on their Land Buy Magic wall
<b>Phase 3 DAO Phase</b>	Crowdfund Social Token Creation	Crowd Wisdom Build new verse	Invest in a new verse	Build new verse Crowdfund

### Niko Token Incentives

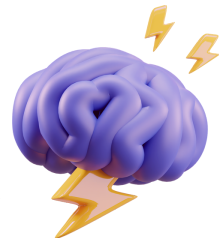
	User Designers Players	Creators	Investors	Land Owners
<b>Phase 2</b>	Sell assets Sell Niko	Stake Niko Rewards	Stake	Sell lands Rents Land Stake Niko in Lands
<b>Phase 3 DAO Phase</b>	Work for creators Rewards and funds	Rent assets Commercialize galleries /games rewards	Stake	Sell lands Rents Land Stake Niko in Lands

## Socializers/ Designers/users:

- **Designing:** Designers will be able to earn Niko tokens by designing 2D and 3D art and design pieces all the way from a painting piece of art to fashion, jewelry, industrial, car, game, character, building, and architectural to interior and furniture design and upload them to Neoki ecosystem. They might win Niko by voting for the selected (top voted) designs of the collections of creators in Design DAOs too.
- **Generating trade:** Users can trade their assets in the marketplace.
- **Participate in Competitions:** Users will be able to enter free or paid competitions with their designs running in challenges designed by creators. The winners will take the prize pool and the creators can be incentivized for hosting and creating the challenge.
- **Collaborating:** Users will be able to suggest their designs and offer them for collaborations with various creators for example for their upcoming collections.
- **Rating:** Users can share their designs to be rated and rate other users' designs.
- **Crowd Funding Requests:** We shall enable a section of the marketplace that allows users and groups of users to call other users, creators, and investors to fund their upcoming work, designs, or collection.

## Creators:

- **Generating trade:** Creators can trade their assets in the marketplace. Designing: Creators will be able to earn Niko tokens by designing or minting 2D and 3D art and design pieces all the way from a painting piece of art to fashion, jewelry, industrial, car, game and a character, a building and architecture to interior and furniture design and upload them to The Neoki Universe ecosystem.
- **Designing Competitions:** Creators will be able to design challenges as competitions for designers to participate in. The winners will take the prize pool and the creators can be incentivized for hosting and creating the challenge.



- **Creators Fund:** At the first stages of the ecosystem, we will have a rewards program to incentivize creators to fill the marketplace with amazing designs and art and in return be rewarded with a generous sum of Niko tokens;
- **Crowd Wisdom Requests:** We shall enable a section of the marketplace that allows users, creators and groups of users to request a specific type of design in exchange for a payment of Niko. Creators can attract and use the wisdom and talent of many Users called for the request and incentivize them with Niko.

## 3.2. Token distribution

### Foundation Allocation:

Allocate 15% of the total token supply to the foundation. The Foundation will use the tokens to support the development of the project, including funding for research and development, marketing, community building, and ecosystem growth.



### Community Airdrops:

Allocate 5% of the total token supply for community airdrops. The tokens will be distributed to users who hold a certain amount of the project's tokens or who participate in the project's ecosystem. The airdrops will incentivize users to participate in the project and build the community.

### Staking Rewards:

Allocate 15% of the total token supply for staking rewards. Users can earn tokens by staking their tokens on the project's platform. The longer they stake, the more tokens they can earn. This will incentivize users to hold and use the project's tokens.

### Ecosystem Fund:

Allocate 15% of the total token supply to an ecosystem fund. The fund will be used to support the development of the project's ecosystem, including funding for new projects, grants for developers, and marketing initiatives. This will incentivize developers and entrepreneurs to build on top of the project's ecosystem.

### Governance Rewards:

Allocate 5% of the total token supply for governance rewards. Users can earn tokens by participating in the project's governance process, such as voting on proposals or serving as a delegate. This will incentivize users to take an active role in the governance of the project.

### Private Sale:

Allocate 10% of the total token supply for private sale to strategic partners, advisors, and early investors. The tokens will be released gradually over the course of 18 months to ensure that they are not dumped on the market all at once.

### Public Sale:

Allocate 15% of the total token supply for public sale. The tokens will be sold in a series of rounds over a period of several weeks to ensure a fair distribution. The price of the token will increase with each round.

### Team and Advisors:

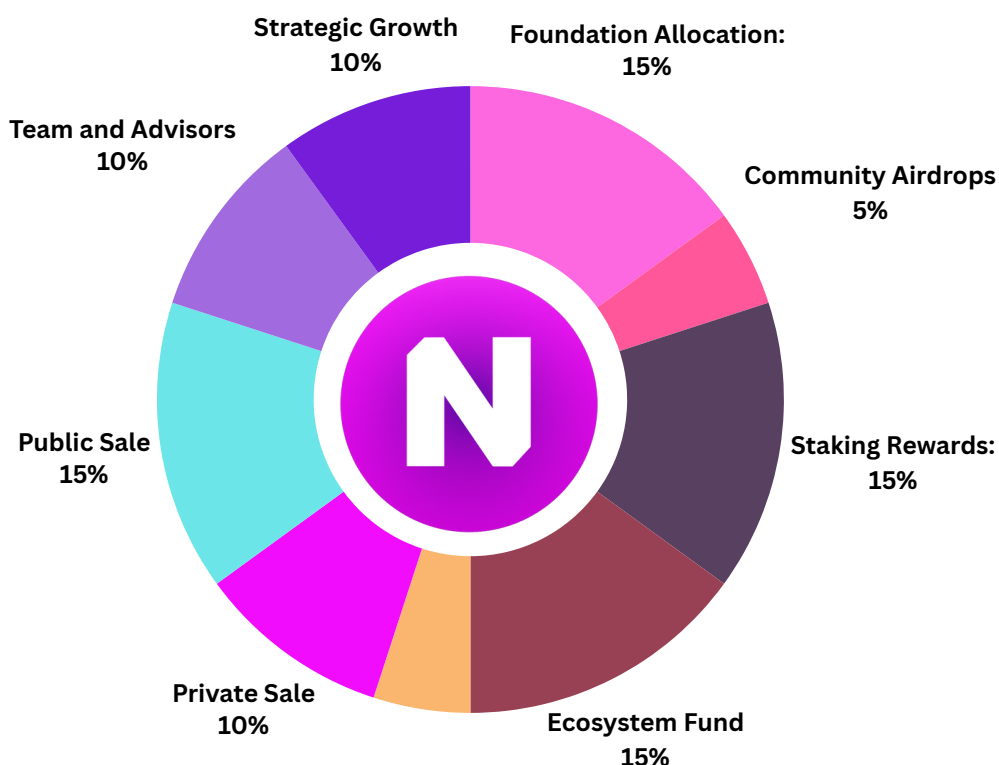
Allocate 10% of the total token supply for the project's team and advisors. The tokens will be locked up for a period of 18 months and released gradually over the course of the following year.

### Strategic Growth

Allocate 10% of the total token supply for the project's Strategic Growth. Used for strategic partnerships and development that is aligned with future strategic growth direction

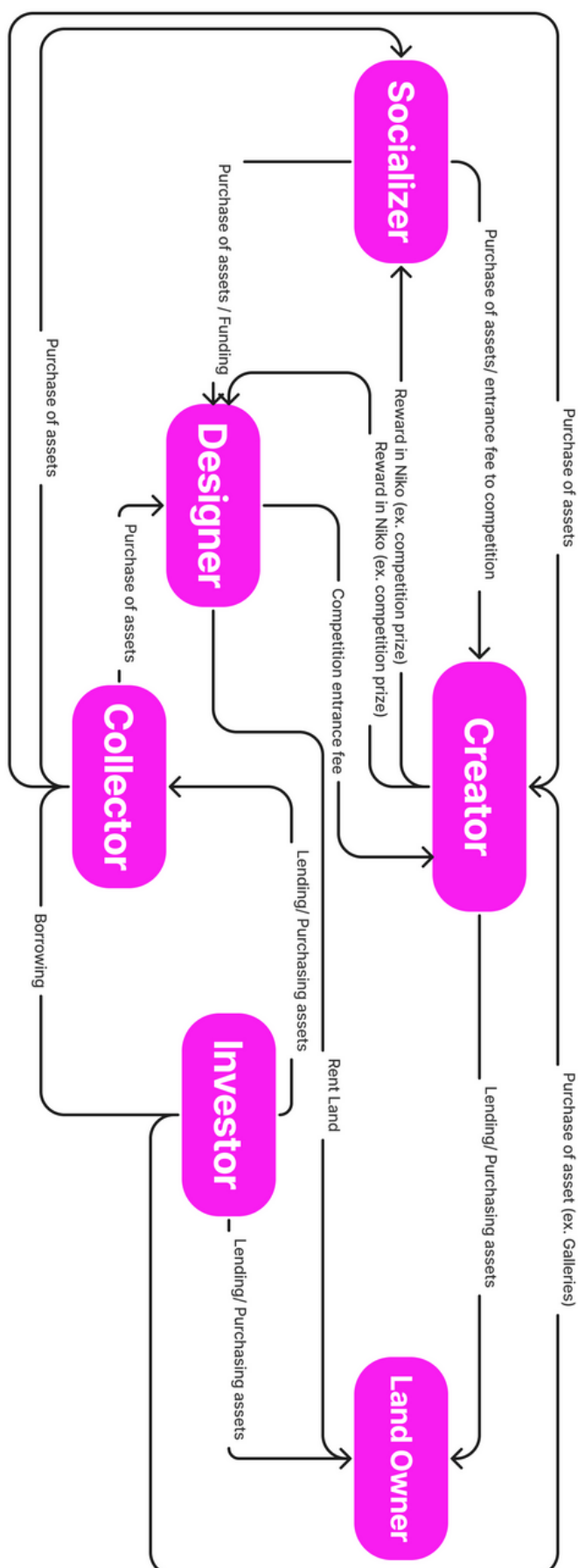
This token distribution model is designed to promote long-term growth and sustainability for the project, while also ensuring a fair distribution of tokens to the community. The allocation of tokens to different areas reflects the project's priorities and goals and aims to incentivize participation from all stakeholders in the ecosystem. The foundation allocation will provide a stable funding source for the project, while the community airdrops and staking rewards will incentivize user participation and engagement. The governance rewards will incentivize users to take an active role in shaping the future of the project, while the private and public sales will provide a mechanism for early investors to participate in the project's growth.

**The flow of Neoki within the ecosystem could be represented as follows:**



### 3.3. Neoki Token Flow

The flow of Niko within the Neoki ecosystem could be represented as follows:





## 4. TECHNOLOGY

In Neoki DeMa, Blockchain technology is applied to record the ownership of tokens and allow users to transfer/sell/use them with no limitations. The Ethereum blockchain is a decentralized platform with a Proof of Work consensus mechanism that enables users to conduct secured peer-to-peer digital transactions and is, as such, a popular option for dApps.

In contrast, Polygon is built on top of the Ethereum Blockchain as a Layer 2 scaling solution that uses a Proof of Stake (PoS) mechanism. As it is built on a different layer of the Blockchain, you can expect less of the layer 1 frictions:

- Faster transaction speed.
- Fewer gas fees.
- Greener interactions on the Blockchain.

To interact with Neoki Dema upcoming features, benefit from a Land multiplier on Neoki staking, stake Neoki Niko on one of Neoki two staking programs, purchase Land in one of Neoki upcoming Land sales, and much more, you will need to transfer Neoki DeMa assets to the Polygon network.

### 4.1. Polygon Bridge



The Polygon Bridge allows users to quickly transfer ERC tokens and NFTs to the Polygon sidechain. There are primarily two bridges on Polygon, the Proof of Stake (PoS) Bridge and the Plasma Bridge.

Both can bridge assets from Ethereum to Polygon (and vice versa), but they adopt different security methods.

The PoS Bridge uses the Proof of Stake (PoS) consensus algorithm to secure its network. It supports the transfer of Ether (ETH) and most ERC tokens. It is the recommended option for most users. The Plasma Bridge is for Devs that need increased security. It uses the Ethereum Plasma scaling solution and supports the transfer of MATIC, ETH, ERC-20, and ERC-721 tokens.

Three different Blockchain protocols will be integrated into the Neoki platform stack:

- ERC-20 for Niko; and
- ERC-1155 and ERC-721 for Digital Assets storage and trading.

## 4.2.Future Technology Integrations

### Why are we using Polygon?

Polygon's architecture can best be defined as a four-layer system composed of the Ethereum layer, security layer, Polygon networks layer, and execution layer. Beyond this, there are two mandatory layers.

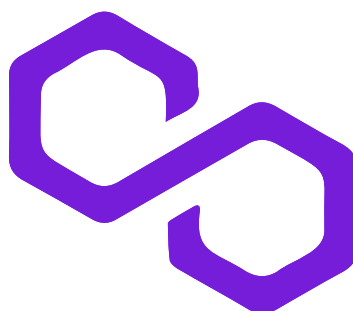
The first is the Polygon networks layer, which is the ecosystem of Blockchain networks built on Polygon. Each of these has its own community and is responsible for handling local consensus and producing blocks. The second is the Execution layer, which is Polygon's Ethereum Virtual Machine (EVM) implementation used for executing smart contracts.

Chains launched on Polygon are capable of communicating both with one another and with the Ethereum main chain thanks to Polygon's arbitrary message passing capabilities. This will enable a variety of new use-cases, such as interoperable decentralized applications (dapps) and the simple exchange of value between diverse platforms

## 4.3.Polygon: Ethereum's Internet of Blockchain

Polygon is designed to facilitate a future where different Blockchains no longer operate as closed-off siloes and proprietary communities, but instead as networks that fit into a broader interconnected landscape.

Its long-term goal is to enable an open, borderless world in which users can seamlessly interact with decentralized products and services without first having to navigate through intermediaries or walled gardens. It aims to create a hub that different Blockchains can easily plug into, while simultaneously overcoming some of their individual limitations—such as high fees, poor scalability, and limited security.



Polygon uses a variety of technologies to achieve this expanded vision, these include:

**POS Chain:** Polygon's main chain is an Ethereum sidechain known as the Matic POS Chain, which adds a proof-of-stake (POS) security layer to Blockchains launched on Polygon.

**Plasma Chains:** Polygon makes use of a scaling technology known as Plasma to move assets between the root chain and child chains via Plasma bridges.

**ZK-rollups:** An alternative scaling solution used to bundle a large number of transfers off-chain into a single transaction, using zero-knowledge proofs for the final public record on the Ethereum main chain.

**Optimistic rollups:** A solution that runs on top of Ethereum to facilitate near-instant transactions with "fraud proofs".

#### **4.4. Multiple Class Fungible Token (MCFT)**

Our top priority is ensuring the security and integrity of Neoki DeMa assets. As we strive to improve the speed and flexibility for our users, we recognize the need to carefully balance the various architectural designs available to us. The ERC-1155 Multi Token Standard provides the flexibility to support numerous types of fungible and non-fungible tokens, while our Neoki asset contract is ERC-721 compliant, allowing for the creation of multiple unique items through a single smart contract. This approach also ensures interoperability with other marketplaces and designs. Within the Neoki DeMa, users have full control over their assets, including the ability to create and trade them within the Neoki Marketplace using Neoki tokens.

## 5. TEAM



**HAMID AZARAK**  
Chief Execution Officer

Entrepreneur for 20+ years in international businesses  
Build a successful business and grew to 580 people at age 30  
Web3 market growth advisor in RealEstate segment  
Web3 Fashion Advisor



**ZARA ZAMANI**  
Chief Operating Officer

Ex-Executive in layer 1 protocol  
over 10 years of experience of building blockchain solutions  
Board Member @Fragbite Group  
PhD Researcher in Blockchain adoption  
Top 10 women in Tech by Insight Analytics  
Top 21 women in blockchain by Fintech Review  
Top 10 women leaders by success Pitcher



2 PROJECT MANAGERS



5 DEVELOPER



3 PR & MARKETING



7 DESIGNERS

## 6. Advisors

### Prakash Somosundram

Serial Entrepreneur who has built and sold companies. The CEO and cofounder of Enjinstarter. A launchpad focused on Blockchain Gaming, Entertainment and the Metaverse. invested into more than 70 companies. raised more than USD\$ 10.5M since inception in April 2021 including USD\$5M from True Global Ventures (TGV)



### Patrik Sandberg

Start Stockholm Media Week and co-found Nyheter24-Gruppen (news), Go Dog Group (lgaming and tech), Fodi (food delivery) and Netric Sales, and chair the board of Fragbite (esports), highlighted by several successful exits and winning Media Personality of the year (Sweden) in 2015.



### Dr Lorreta Chen

Hailed as “a force of nature”, “Asia’s Anna Wintour” and “Top 100 Women of the Future”, an award-winning creative director, a respected thought leader and bestselling author, co-founder of Smobler Studios, a leading metaverse architecture firm backed by The Sandbox



### Jillian Godsil

Award winning journalist, broadcaster and author in Web 3 about income equality, diversity and democratizing access to opportunity to all.





## Lisa Gibbons

Awarded runner up in the hacker noon contributor for climate change for 2022 and worked on bringing the leading web3 projects

## Anju De Alwis

Keynote speaker and founding director of Ultimate Access. carry out research activities related to emerging technologies such as Blockchain, AI, Machine Learning, alternate financing, DeFi with industry partnerships.

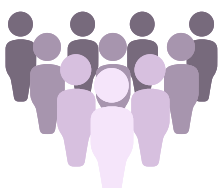


## Dr Quinn Button

VP of Growth for NFT.Kred and NFT.NYC, and has a Ph.D. in Human Sciences focusing on consumer behavior. Her research uses eye-tracking technology to investigate how innovative product design influences preference, bringing together innovative brands and projects.

## Bridget Greenwood

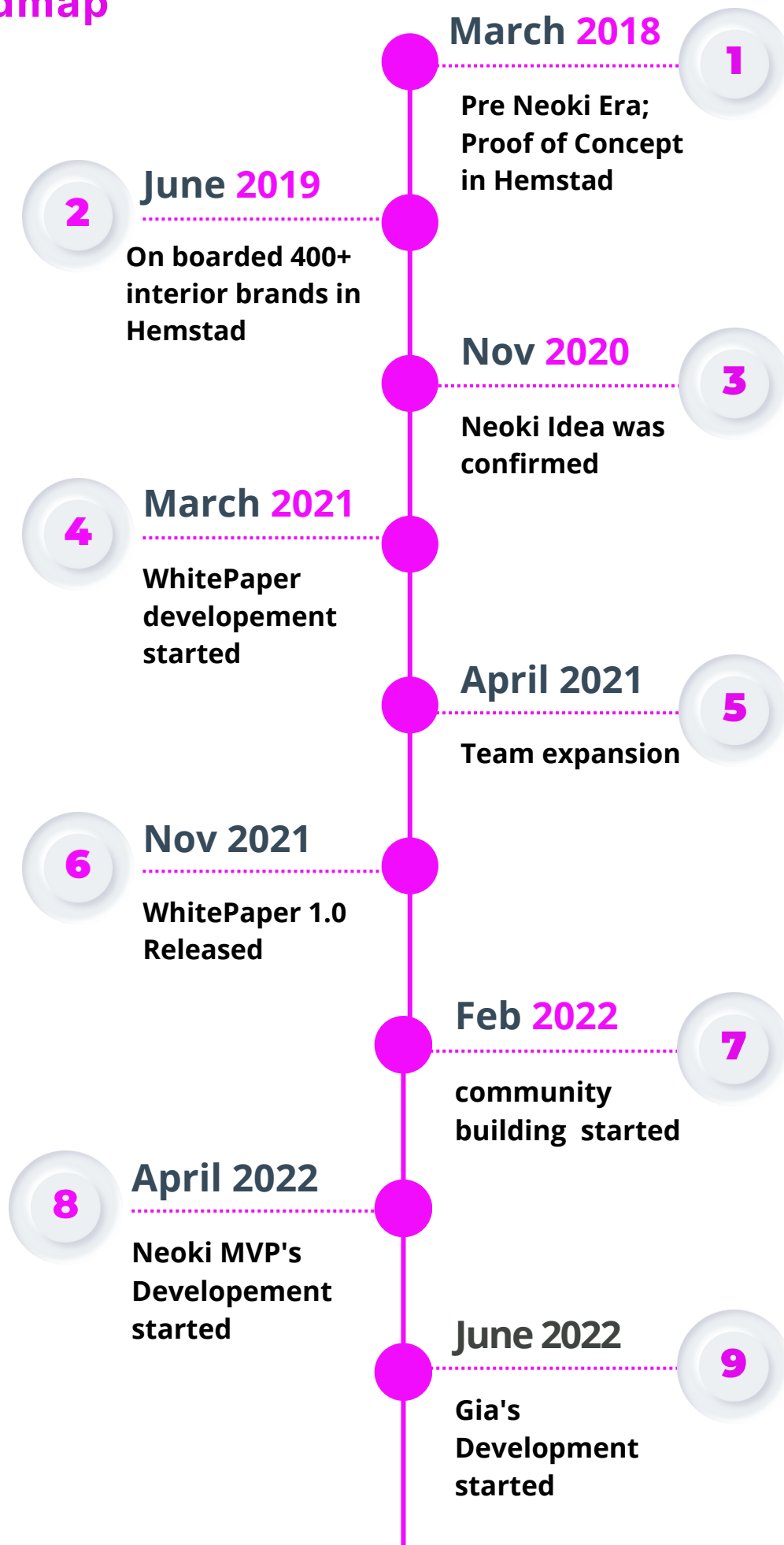
founder of The Bigger Pie and co-founder of The200BnClub.  
she empowers women in the technology industry and help them achieve success in their startups.

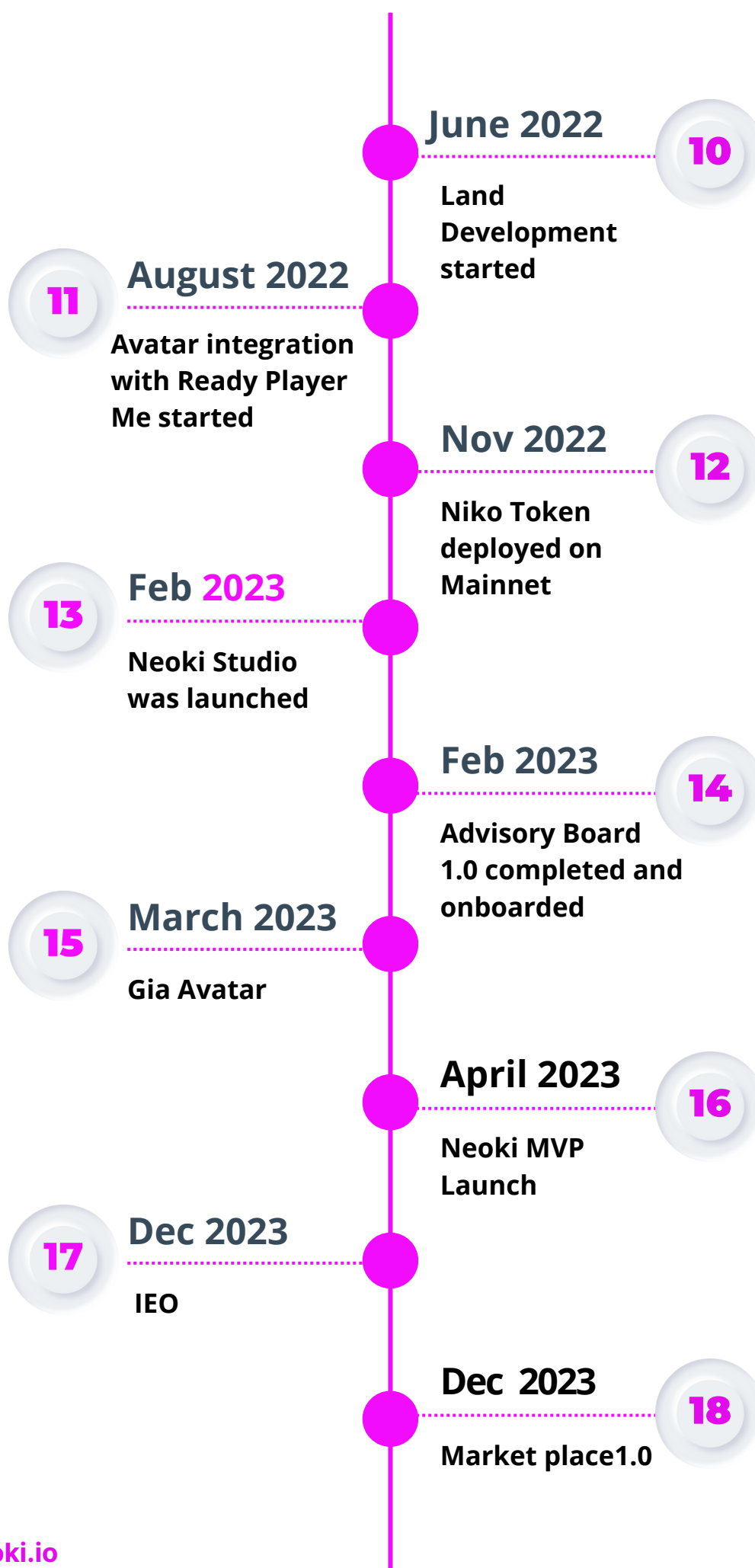


## Are you the next advisor?



## 7. Roadmap









# NEOKI

DECENTRALIZED MATRIX

[www.neoki.io](http://www.neoki.io)



@neokicomunity1