

## NBLU Token



*“Invitation to the Open Metaverse World.”*

**NBLU**  
**WHITE PAPER** [EN]

**Version 1.0**

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# 1. Abstract

NURITOPA metaverse platform enables users to introduce themselves and find connections to develop personal, romantic, or social relationships online. The platform offers digital messaging, voice calling, and video calling features to enhance communication. There are more than 1,500 online social meeting sites and applications across the globe, all of which utilize complex algorithms to match millions of users together.

The global social meeting application market is expected to reach **USD 11.03 billion by 2028**, growing at a **CAGR of 5.6% from 2021 to 2028**, according to a report by Grand View Research, Inc. The proliferation of smartphones and increasing internet penetration are among the major factors that are expected to drive market growth. Additionally, the preference for online social meeting applications has been growing amidst the COVID-19 pandemic. The more recent trend, particularly among young individuals, to prioritize their careers over marriage and live alone also plays a key role in driving the popularity of online social platforms.

The metaverse has defined a new segment in the gaming market. It is generally built on blockchains, and it has three primary features: First, it is a highly immersive experience. This is consistent with previous experiences created by extended reality (XR) devices, such as AR and VR. Second, it could be a sustainable world in itself; the metaverse is a virtual world that is parallel to reality based on new computing platforms, and it will be associated with people's daily necessities of life and beyond. Third, there is a clear way to exchange value within it. The interconnection with blockchain technology gives rise to value creation and exchange in the metaverse.

**The metaverse market is growing rapidly.** The infographic provided below from Early Metrics provides insightful indications of the potential for the metaverse to significantly boost global GDP.



NURITOPA

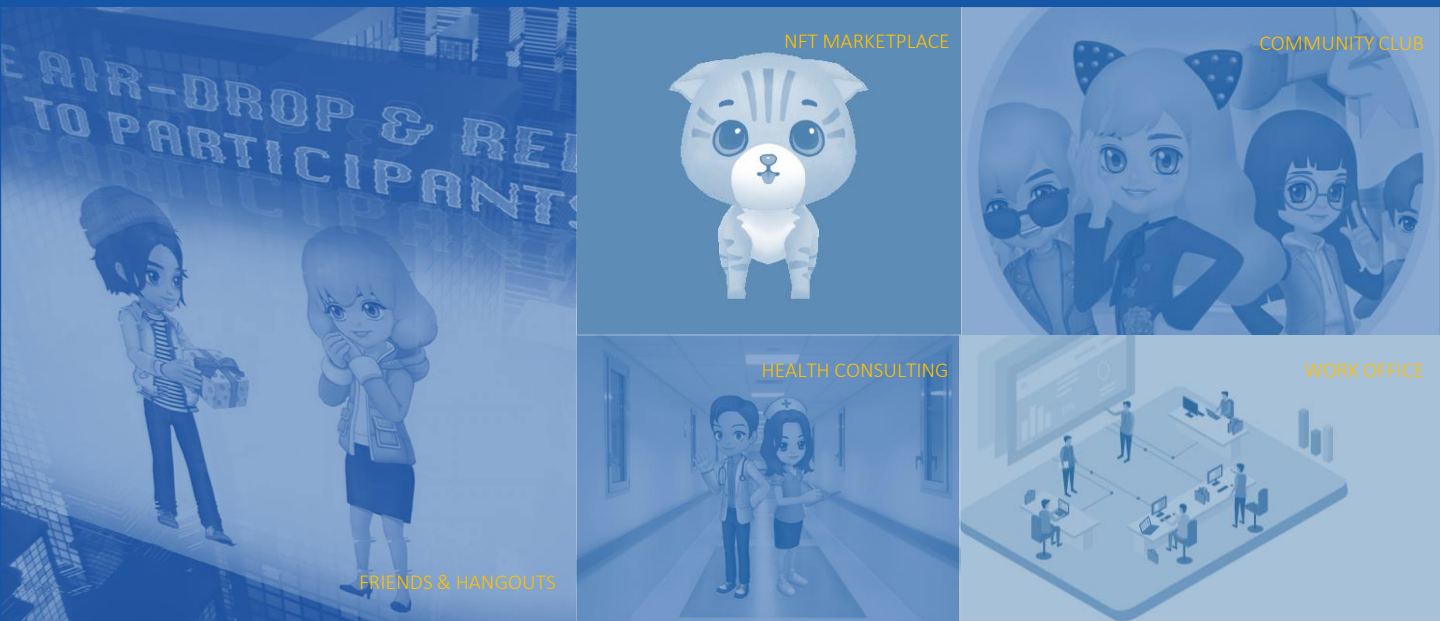
# 2. Project

## 2.1 What Is NURITOPIA?

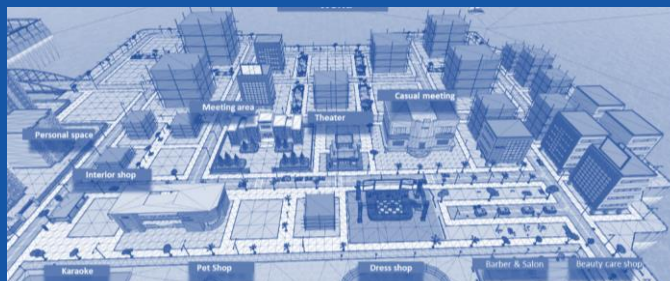
NURITOPIA is a boundless universe that brings people with similar hobbies and common interests together under its service “FRIENDS & HANGOUTS.” We are developing a platform at the *nexus of the real world and metaverse* that offers a method to authentically forge social connections in a virtual space and an opportunity to be rewarded by participating in both real-life and fantastical activities. In NURITOPIA, users will interact through avatars.

In order to augment the bridges between real and virtual, the platform will build a multi-chain-supported *NFT marketplace* in which users and brands can securely co-create content and trade, all while having fun in the NURITOPIA metaverse. *Additional services will be included to shape out an ecosystem with unique characteristics.*

NURITOPIA is being built on the Binance Smart Chain and will use NBLU as the native token.



- NURITOPIA will offer numerous activity spaces referred to as “zones.”
- The system will be able to handle up to 300 concurrent users (i.e., avatars) on a single screen.
- GPS will be used to automatically place users in zones with nearby users.



- Users will be able to freely move across zones.
- The landscape will include properties and real estate that can be acquired for commercial or strategic purposes.

## 2. Project

### 2.2 Who Are We?

We are NURIFLEX, a leading innovation corporation with subsidiaries across Asia, North America, and the MEA region. We specialize in blockchain, IoT, fintech, and game development. Our subsidiaries include both private and listed entities. NURIFLEX has been around for 30 years, and it possesses global networks of experienced human resources.

We pride ourselves on having a potential user base of over 40 million that could benefit from the variety of services offered in the NURITOPIA ecosystem.

Fintech

29M

subscribers

Secured (28.0 Mil)

Potential (1.0 Mil)

Africa, South America

IoT

5.5M

subscribers

Secured (4.5 Mil)

Potential (1.0 Mil)

Asia, EU, Africa

VoIP

5M

subscribers

Secured (4.7 Mil)

Potential (0.3 Mil)

Asia (South Korea)

### 2.3 Our Vision

Our vision is to create the most immersive metaverse in which reality and the virtual world intimately blend to transcend hangout experiences and in which content creators and service providers can capitalize on their participation.

## 2. Project

### 2.4 What Makes NURITOPIA Unique?

1

#### Advanced Third-Generation Communication Tools

High-quality video and voice services for a transcending experience. This includes real-time chatting while sharing videos in chat rooms, which is suitable for movie events, and seminars.

2

#### Trade-Focused Strategy

An ecosystem built with the objective to facilitate intra- and extra-interactions among participants and businesses. NURITOPIA will develop exchange tools and support relevant programs.

3

#### Growth Opportunities

Integration of existing businesses with a significant customer base whose participation could drive the demand and open the door to even more opportunities for growth.

4

#### Fascinating NFT Market

Creative digital assets will be displayed in attractive venues such as museums and showrooms, or during special trade events and auctions.

## 3. Friends & Hangouts Service

An ideal environment in which users can meet people from different backgrounds and horizons, make friends, find a partner, or attend a virtual meeting. The platform will offer a variety of recreational and outing activities and allow users to interact with one another virtually and through live communication channels. The project will initially focus on social meetings, which represent the largest segment of the social activity market. Other services will be added later.

### 3.1 Customization

The library will allow users to customize their avatars with a wide array of facial features, outfits, hairstyles, backgrounds, accessories, and numerous other design elements according to their preferences.

### 3.2 Hangouts

Users will meet with potential romantic partners in virtual spaces, engage in novel activities, or invest more deeply in their interests and passions. NURITOPAIA will offer numerous additional social activities to explore.



# 3. Friends & Hangouts Service

## 3.3 Pet Customization

NURITOPAIA is also a beautiful, whimsical world full of customizable pets. Accordingly, users can create their own unique pets. Countless accessories are available for those seeking the most stylish pets.

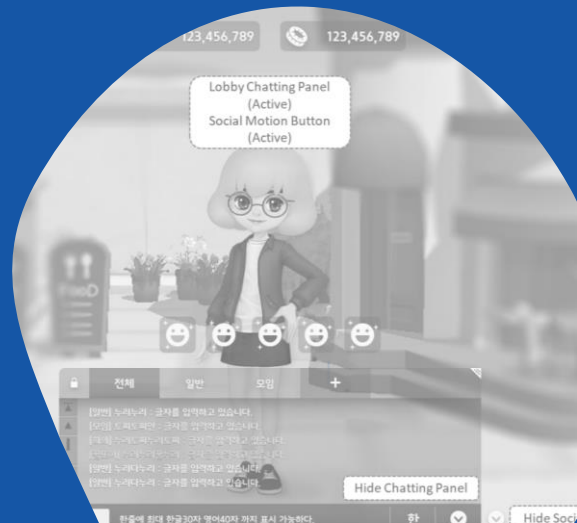


## 3.4 Zone Selection

When entering the NURITOPAIA metaverse, the user lands in a common zone and will be able to select a destination zone. These zones are spaces that differ from one to another. The destination zone can be automatically assigned based on the user's preferences and hobbies.

## 3.5 High-Quality Communication Tools

NURITOPAIA will provide high-quality video, voice, and chat services. Additionally, users will have the option to automatically create an instant video meeting room with nearby users for instant 1:1 chats.





## 3. Friends & Hangouts Service

### 3.6 Rewards

The reward mechanisms aim to provide social meaning for players primarily through motivation and enhanced status within gaming, among other factors.

A reward scheme will allow users to benefit from their social activities and productions on the platform. NURITOPIA's main in-game reward will be Heart Points.

#### 1 How to Get Heart Points

- Heart Points are earned every time an item is purchased with NBLU tokens.
- Heart Points are earned from 1:1 random chatting and play activities.
- Heart Points are earned when uploading self-created content on the NFT store.
- Heart Points are earned via random mining.
- Heart Points are earned when providing/sharing verified personal information.

#### 2 How to Use Heart Points

- Convert Heart Points to NBLU tokens.
- Gift Heart Points to friends and partners.
- Purchase items from Heart Point-only shops.
- Improve popularity, acquire game item upgrades, or extend the time for chat room services.
- Improve your ranking for better visibility on sales lists when trading NFTs or advertised items.
- Extend or reset skill point time, and extend other time-limited services and items.
- Access users' personal information, pictures, or profiles.

HEART

## 4. NFT Marketplace

NURITOPA will allow participants to monetize their creativity by minting and selling digital assets on a metaverse marketplace. Tradable assets will include virtual real estate, avatars, and artwork created off-platform. The assets will be displayed in attractive venues such as museums and showrooms, or during special trade events and auctions.



### 4.1 Market Potential

An NFT is a digital asset that represents real-world objects such as art and music, as well as in-game items and videos. They are bought and sold online, frequently with cryptocurrency, and are generally encoded with the same underlying software as many cryptocurrencies. They are generally one of a kind, or at least one of a very limited run, and have unique identifying codes. This creates digital scarcity that drives the value of the NFTs.

NFTs are gaining notoriety because they are becoming an increasingly popular way to buy and sell digital assets. The market for NFTs was worth a staggering **\$41 billion** in 2021 alone according to blockchain data company Chainalysis.

## 4. NFT Marketplace



### 4.2 Unify Multi-Chain Wallet & Exchange Integration

The NURITOPIA NFT marketplace will entail an integrated and comprehensive asset exchange with enhanced security. The platform will also offer a multi-chain and Unify wallet built on Web 3.0 and using the blockchain technology. The multi-chain wallet will allow users to manage assets from different networks easily and conveniently. It will support multiple cryptocurrencies across multiple blockchains, and users will be able to receive, transfer, and store multiple coins or tokens on blockchains in the same wallet while using only a single private key to control.

### 4.3 Reward System

NURITOPIA values its users and offers generous reward programs.

(1) NURITOPIA Membership NFT Rewards

(2) Personal Creatives and External NFT Sales Rewards

(3) NBLU Token Received as Fee, and Used as Follows:

- Automatically reserved in SFAU (Secure Asset Fund for User), with an impact similar to burning
- Re-stack as a source for sub-ecosystem support and platform development

## 5. Health Consulting Services

This health consulting matching service will provide high-quality and transparent services to participants in need of medical care. The average person cannot understand what qualifies a doctor to treat patients at the condition and subspecialty level. This service uses a data science approach that measures several quality factors for physicians in order to provide participants with the most accurate physician matching service available in the virtual world.

### 5.1 Current Resources

This service will be provided in partnership with MEDIHUB. The platform currently has numerous medical specialists and partner hospitals.

Total Medical  
Specialists

1,047 Doctors

Specialists for  
Corporate Clients

255 Doctors

Partnership  
Hospitals

49 Hospitals

Specialists  
Overseas

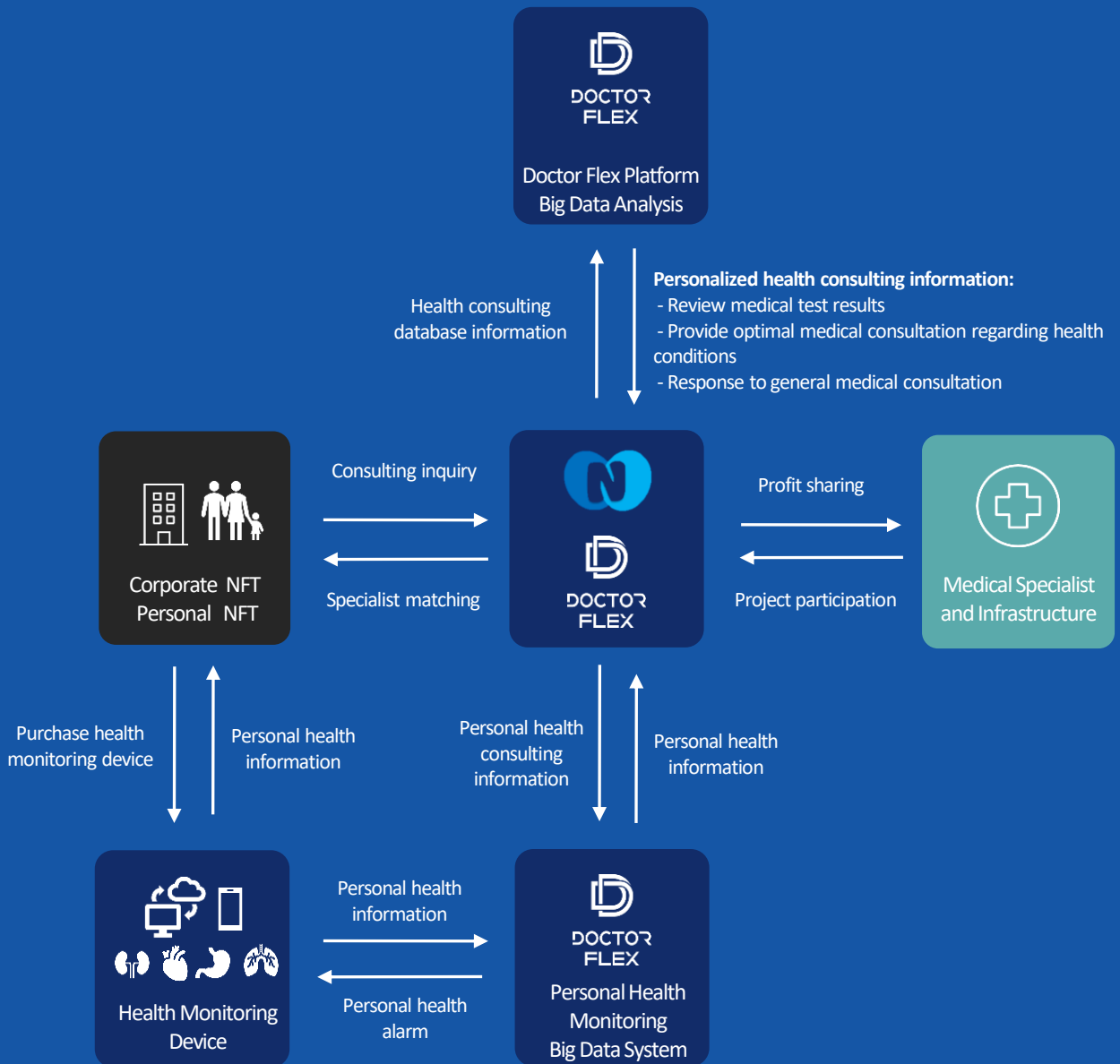
USA & Australia  
2 Countries

Metaverse users will be able to experience virtual health consulting provided by a pool of medical professionals through our doctor-and-patient-matching platform. Alternatively, users will be able to received similar consulting services off-chain by connecting to our partner's platform "Dr. Flex".

# 5. Health Consulting Services

## 5.2 Overall Platform Architecture

Combining big data analysis with an accumulated personal health consulting database is key to providing better and more accurate health consulting services to users. There is a vast amount of medical studies and documents available from each doctor participating in our project, and these serve as the basis of our big data analysis system. The inflow of users and services provided will improve the quality of our consulting service and broaden the expertise of consulting areas.



## 6. Additional Services

### 6.1 Work Office Service

The workspace will empower users with the freedom and flexibility of mobility by eliminating office space overhead and hardware constraints. Advanced voice and video conferencing tools have been developed to provide a real-life like work experience when combined with virtual offices and interactions through avatars. Other useful tools include shared whiteboards, asynchronous chat, and document sharing.

### 6.2 Community Club Service

Users seeking to participate in group activities may join the community club associated with these activities. Gaming, fishing, racing, hiking, and many other activities are offered to allow users to have a fun and life-like experience.

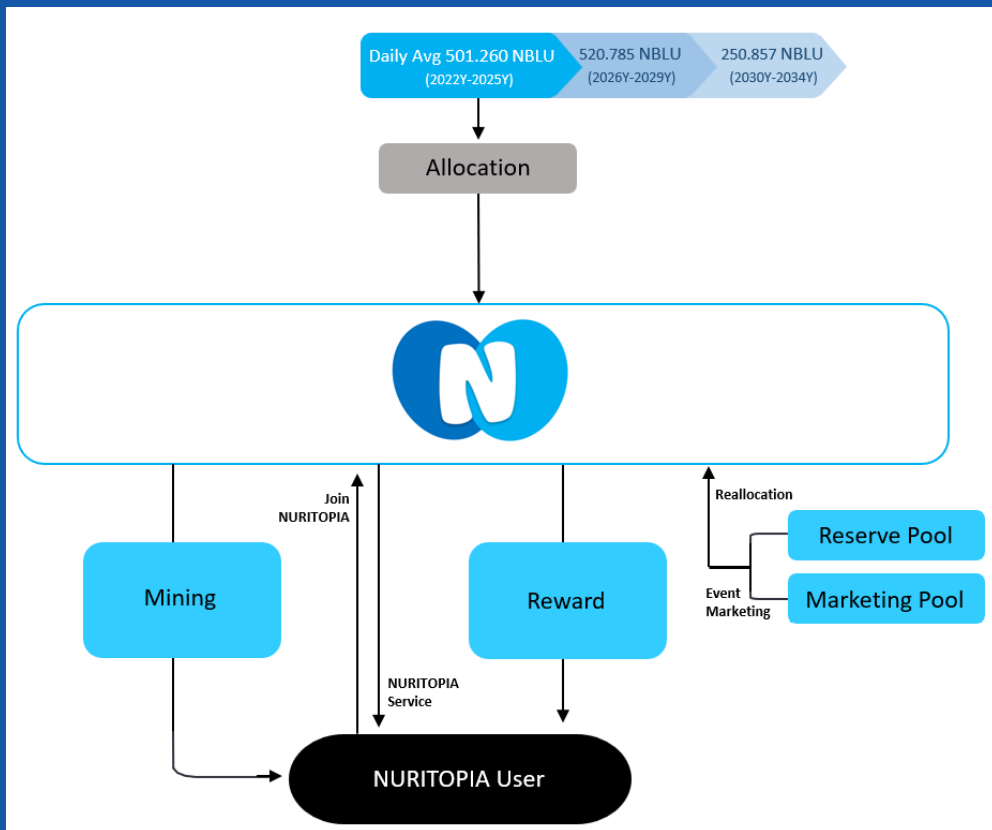




# 7. Tokenomics

## 7.1 Strategy

NURITOPIA will promote creativity and reward value creation through diverse distribution mechanisms. Up to 10% of net earnings from item sales, NFT sales, advertisements, live commerce, and business subscriptions to NURITOPIA will be used to buy back NBLU tokens from the market and burn them.



\* Daily average subject to change

The use of NBLU tokens for service fee payment by existing businesses and for various reward schemes is expected to contribute to the increase of NBLU transaction volume.

# 7. Tokenomics

## 7.2 NBLU Token Issuance & Allocation

NURITOPIA's native currency is called "NURIFLEX BLUE" and its ticker symbol is "NBLU." This is the underlying native token in the NURITOPIA ecosystem, and it shall be used across all sub-ecosystems.

NURITOPIA (NBLU) Token Overview	
Platform	Binance Smart Chain (BSC)
Symbol	NBLU
Maximum Supply	5,000,000,000
Issuer	NURIFLEX WORLD PTE LTD. (Singapore)

Category	% Allocated	No. of Tokens
Seed Round	7.00%	350,000,000
Ecosystem	39.00%	1,950,000,000
Marketing	15.00%	750,000,000
Operation	10.75%	537,500,000
Participant	8.25%	412,500,000
Team	10.00%	500,000,000
Strategic Partner	10.00%	500,000,000
<b>Total Supply</b>	<b>100.00%</b>	<b>5,000,000,000</b>

Note: The details of the allocation and distribution plan are subject to change.



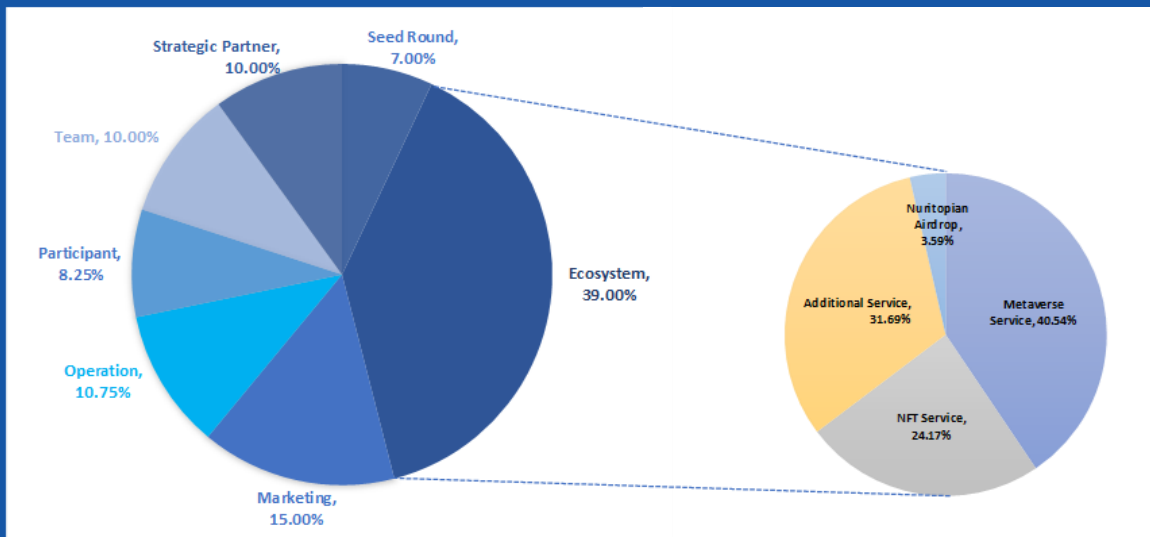
# 7. Tokenomics

## 7.3 Ecosystem Distribution

NBLU allocated for the ecosystem will be used to support the growth of NURITOPIA and its sub-ecosystem.

Category	Max Daily	Total Supply	Total (%)	Eco (%)
Metaverse Service	356,712	790,626,667	15.81%	40.54%
NFT Service	295,890	471,333,333	9.43%	24.17%
Additional Service	326,027	618,040,000	12.36%	31.70%
Nuritopian Airdrop	82,192	70,000,000	1.40%	3.59%
<b>Total</b>	<b>1,060,821</b>	<b>1,950,000,000</b>	<b>39.00%</b>	<b>100.00%</b>

Note: The details of the allocation and distribution plan are subject to change.



# 8. Governance

## 8.1 Structure

NURITOPIA will feature a public and self-governed world. We believe that all users should be given the opportunity to participate in governance and become empowered to vote or voice their opinions regarding major decisions and proposals pertaining to NURITOPIA’s future.

Every quarter, NURITOPIA will reward participants with governance NFTs based on their metaverse activity index. Governance NFTs are tokens used to cast votes. Holders will also be entitled to other benefits (e.g., fee discounts).



Governance NFT Structure

# 8. Governance

## 8.2 Contributors

All participants will play an important role in the NBLU governance. Contributors will include partners, individuals, institutional investors, and corporates, among others.



NuriFlex Group's members have joined the Project

- NuriFlex Holdings Inc. (Canada)
- NuriFlex World Pte Ltd. (Singapore)
- NuriFlex (Korea, USA, Japan, Ghana, Cameroon, Nigeria)
- NuriVoice, NuriWorks, NuriBill, NuriVista Co.,Ltd.(Korea)
- Medi Hub(Korea)

### Business/Content Partners

- SkyFox Media (Canada)
- Tricycle Cinema Production (South Korea)
- Taalswap / Talken (South Korea)
- Moosong LTC ( South Korea)
- Atlantic Bridge Development (Canada/ South America )
- Lifeforms (Ghana / Africa)

### Venture Capital Partners

### Healthcare Partners

- Aseptic Co., Ltd.
- MooSong LTC (MEPIUS token issuer)
- Top Orthopedics Network
- Shinsegae Seoul Hospital
- Sungmo Top Orthopedics
- Sungmo NP Clinic
- Sungmo Eye Hospital
- Chungdam Top Orthopedics
- Chungdam Soo Women Hospital

# 9. Roadmap

## 2021 and 2022 Q1

- NURITOPIA design, planning, and development
- Token design and development (NBLU, NFT)
- Discussion and planning with third-party solution providers
- New website design and development

## 2022 Q2

- NBLU token issuance
- Third-party DEX/DeFi platform and NFT marketplace partnership
- NBLU white paper v1.0 release

## 2022 Q3

- NURITOPIA Friends & Hangouts Zone test version release
- NURITOPIA NFT Marketplace Zone design and development

## 2022 Q4

- NURITOPIA Friends & Hangouts Zone beta version release
- NURITOPIA global marketing

## 2023 Q2

- NURITOPIA Friends & Hangouts Zone official version release
- NURITOPIA NFT Marketplace Zone official version release

## 2023 Q3

- NURITOPIA Work Office Zone official version release
- NURITOPIA Community Zone official version release

## 2023 Q4

- NURITOPIA Health Consulting Zone official version release

# 10. Team

## ① DEVELOPMENT

- **Jun Choi**, Friends & Hangouts Metaverse PM
  - Former Director of Design and Development at YNK Korea (“Rohan”)
  - Former Director at Playwith’s Development Division
- **Chee Yoon Jin**, Planning Lead
  - 18 years of MMORPG game planning and system design
  - Led Rohan MMORPG development
- **Won Kyu Lee**, Blockchain & Server Team Lead
  - 29 years of programming/blockchain development
  - Ntreev soft / Hanbit Soft
- **Dae Woon Lim**, TD
- **Yong Hoon Cha**, Graphic Team Lead
- **Ji Won Lee**, Graphic Team Lead
- **Ji Man Yoo**, Client Team Lead

## ② PROJECT TEAM

- **Song Man Cho**, NuriFlex Group Chairman
  - 30 years of leading NuriFlex Group
  - Former Vice Chairman of KOSDAQ Association
  - Director of Korea Software Industry Association
- **Seok Won(Steve) Yang**, NuriFlex Holdings CSO
  - NURITOPIA Project PM and Lead Strategies and Planning
  - Successful M&A and listing projects
  - Master’s Degree in Accounting from University of Seoul
- **Franklin Ngamga**, NuriFlex Inc. BD Director
  - NURITOPIA Project Global Marketing Lead
  - Experienced community builder
  - MBA from the University of Cambridge
- **Jay Song**, NuriFlex Holdings CFO
  - NURITOPIA Project Global Operation Lead
  - CPA, CMA in BC (Canada)
  - Bachelor’s Degree in Economics from Carleton University

## ③ MANAGEMENT

### [HEALTHCARE]

- **Kyujo Lee**, Aseptic Group Chairman, Orthopedic Surgeon
- **Sun Hyung Yoo**, Medihub CEO, Thyroid Surgeon
- **Min Seung Cho**, coo

### [ECOSYSTEM]

- **Young Duk Kim**, NuriFlex Korea, CEO
- **Elizabeth Park**, NuriFlex Holdings, CEO
- **Jung Hoon Han**, NuriFlex Korea, CTO
- **Myung Gwan Cho**, NuriFlex Korea, CFO
- **Seong Ho Shin**, NuriVoice, CTO
- **Ernie Ofori**, NuriFlex Inc., Technical Director