



# creta

Create Your Universe  
Another World, CRETA is expanding your new world.

**An open platform based on a fully decentralized, high-performance public blockchain. Both content creators and users can experience Play (Create) to Earn in a wide variety of worlds.**

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# 1. IMPORTANT NOTICE

**Please read this section carefully. If you have any questions about what actions must be taken, please discuss with your legal, financial, tax, or other appropriate professional advisor(s).**

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## 2. SUMMARY

### What is CRETA?

CRETA is an ever evolving next generation metaverse game creation platform based on a revolutionary original blockchain technology. Game engine developers, publishers, marketing heads and blockchain technology innovators with decades of experience in the game industry have come together to create a foundation for creation innovation. In the world of CRETA, players are creators and creators are players, and everyone earns.

### What kind of metaverse is CRETA?

The new concept of “metaverse” has emerged, plunging the online service market into chaos. In the current market, various services with completely different characteristics are each claiming to represent the metaverse genre, so users are experiencing confusion.

As the next-generation, all-inclusive gaming platform that has evolved from the most authentic form of design, such as Roblox, etc., CRETA aims to be a proper metaverse.

CRETA provides a cyclical world that is interlocked with reality, composed to enable you to enjoy all services, including content creation, play, transaction, communication, etc. gathered in one common world where players and creators are not distinguished.

CRETA supports the VR platform centered around PCs and mobile devices and is a platform that expands and evolves.

### Game Creating Platform

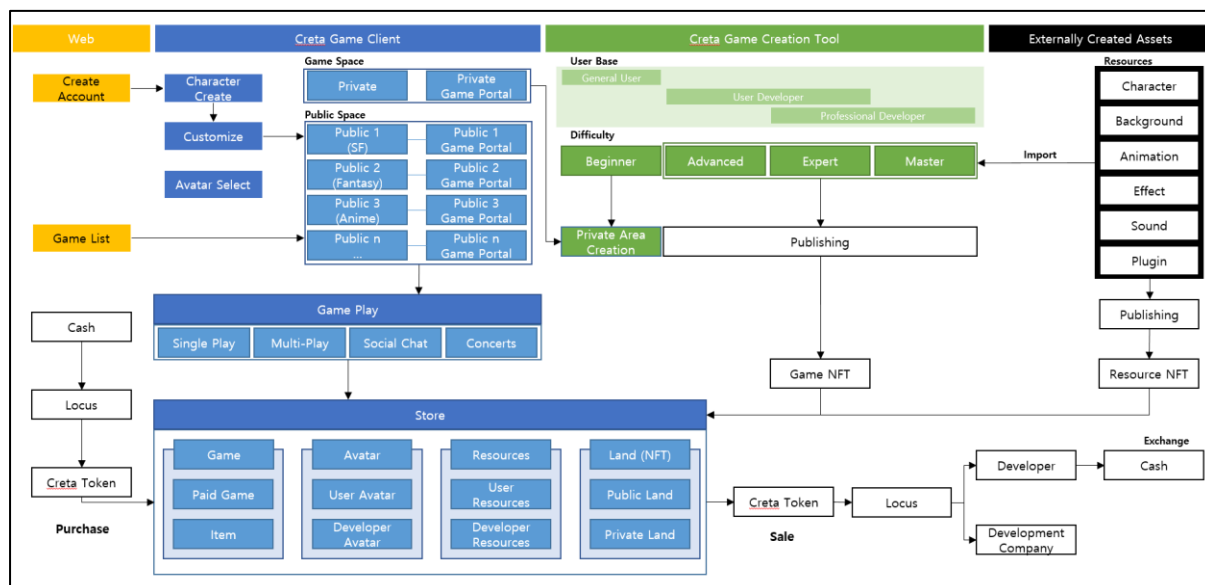
As a game creating platform, the biggest goal of CRETA is to break down the boundaries of players and creators.

Games so far had made a clear separation between the producers and the users. Unless at a level of a simple mini game, it was virtually impossible for a regular player to produce a game due to very high hurdles.

**“We will provide the technology and environment. Just bring your ideas and vision”**

CRETA provides an environment for development that provides a good alternative to various learning, know-how, equipment, etc. required of developers in the previous generation. Players who could not make games due to such barriers can now go beyond these obstacles and easily turn their unique and novel ideas and visions into reality.

CRETA Studio, offered by CRETA, provides engines and tools based on high technology so that games that could only be imagined before can easily and conveniently be produced in reality, even without technological expertise. In addition, it can be shared with many other people and further, will also provide a means to actually sell and make profit.



[Overall structure of CRETA]

## The token economy

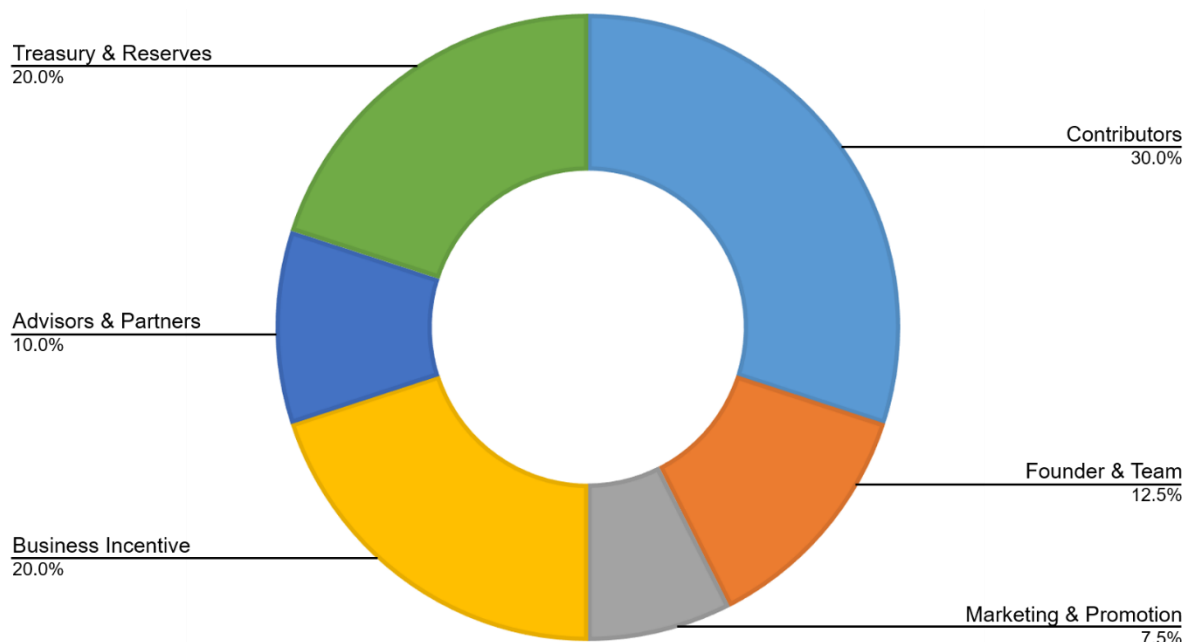
As an organically linked and built on the next generation blockchain, building a complete token economy system is possible.

The virtual economy inside the platform and the external real economy are circulating in a directly linked form, so it is easy for anyone to make payments easily and conveniently as well as make profit or trade beyond country or region.

This is possible because real-life currency and the in-game currency can be linked in real-time and without any inconvenient and cumbersome additional procedures, such as currency exchanges or external exchanges, etc., and will be done in the stress-free form of expanded real-life economic activity.

CRETA is a token that serves as the basis for transactions and interactions on the CRETA platform. CRETA can be used throughout the ecosystem by all participants, including investors and other operators, as well as gamers, developers, and distributors. It is a basic means of the CRETA multi-verse economy system due to the fact that it will be used for all types of transactions such as purchase, lease and use of space and other assets or items (NFT etc) and creation of resources as well as DeFi (decentralized finance).

A total of 10,000,000,000 CRETA tokens will be issued and will be distributed according to below:



\* Lockup Plan

Founder & Team: Lock Up period of 8 years

Advisors & Partners : Lock Up period of 2~4 years

Treasury & Reserves : Strategic reserves for the future (not used except in special circumstances)

<b>Total CRETA Supply</b>	<b>10,000,000,000</b>	<b>100.0%</b>
Contributors	3,000,000,000	30.0%
Founder & Team	1,250,000,000	12.5%
Marketing & Promotion	750,000,000	7.5%
Business incentive	2,000,000,000	20.0%
Advisors & Partners	1,000,000,000	10.0%
Treasury & Reserves	2,000,000,000	20.0%

### 3. WORLD

#### CRETA World

Players want various high-quality content that they can enjoy, and further, want creators who can provide such contents. Conversely, creators want many users who will enjoy playing the content they produce.

As a result, platforms cannot expect growth beyond a certain level if they are partial to either just the players or the creators. Therefore, we need an environment where these two user pools can create synergy with each other and grow together.

To achieve this, CRETA plans to provide a massive virtual world in a multiverse format as the foundation platform.

The CRETA World consists of multiple overlaps of universes. This is a world where all users share a huge space called the Public Universe, each having independent laws and themes.

The gaps in the Public Universe include numerous private spaces, owned by individual users.

The world of CRETA is a multiverse space that expands unlimitedly, a world in which the Public Universe and Private Space are integrated.

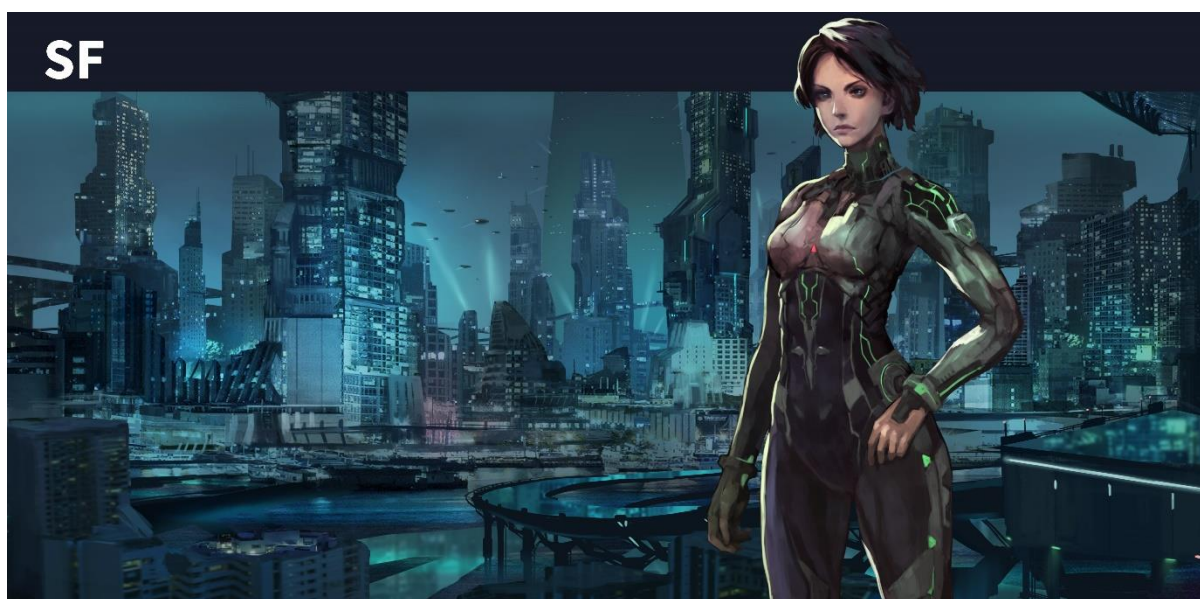
## Public Universe

As a public area, Public Universe is a huge virtual world where communication occurs in real-time with other users.

Each has its own unique theme, and not only is it just visually differentiated, but each will provide users with a strong individuality that goes beyond the conventional individual platform.

This is because the CRETA World has a personality that is fundamentally a “multiverse”. Not only will each universe expand and evolve individually, but also worlds with new themes will continue to be added. In the long run, it will be possible for the users to take the reins and add worlds. Below is an example of the universes to be provided initially.

**Near Future:** This is a world with themes of modernity, the near future, and science fiction. It is the central world with good compatibility with familiar genres such as FPS and car racing, etc. and has an environment and looks of avatars that are the most familiar to users.



**Fantasy:** If the Near Future world is the most familiar place from a realistic approach, the Fantasy world will be the most familiar place from a game approach. A fantasy world in which there are swords and



magic, and monsters are actively roaming around— that is the Fantasy world, with its theme being “medieval”. Users will mingle with various genres that they are familiar with in games, such as dungeon RPGs, full-scale strategies, monster hunting action, etc.



Animeverse: Animeverse is a place that has quite different charms from the two previous universes. The Universe 2D sentiments centered around the Japanese animation-style pretty girl characters can strongly appeal to users familiar with this subculture. It will suit casual games with low barriers to entry that are easy to enjoy, and it will also go very well with non-game cultural content. There are endless possibilities for various performances and social parties, etc.



In these diverse universes, users can mingle with their friends and enjoy various content, and they can make new friends that they have never met before.

There is a traffic hub in the heart of the world where you can go to other Public Universes and Private Spaces, and around it is a city that has several convenience features that a city should have.

The space that stretches out around the city will be further developed by allowing individuals and companies to acquire rights, and it will be used and developed as an area that can be customized as

desired.

If you gain ownership of an area, you can freely develop the area. The application possibilities for such a space are endless. Install your own content, and if users passing by are interested, they can play it right away and even hold parties or concerts.

For companies, they can appeal to users by installing large whole-screen advertisements, and can even decorate the interior as a product exhibition hall. It is also possible to simply decorate this area as an entrance and invite participants to a separate space. Leading them to a larger theme park is also a good idea.

## Private Space

Unlike Public Universe, which is shared by everyone, Private Space is a private area provided to the individual user. Every user is provided their own private space in the CRETA World.

All management rights of Private Space are completely open to the user who is the owner, and can be decorated however they want as their own, ideal space. It is possible to make your dream house a reality by setting up a house, decorating the interior, growing various crops in the garden, and having pets play in the yard.

Every component of does not just have to be from what the game offers. You can use various data that you produce yourself, and also receive or purchase data that is shared by other users. Of course, selling your own products that are popular is a great idea, too.

Users who have entered the creator field can go one step further and install content, including games they produced, and open them so that the users who visit can enjoy them. If that content becomes popular, even users who are not your friends will come to you from the Major Space to enjoy your work. If you gain sufficient recognition and competitiveness, you can even charge usage fees for your content, which can lead to profit in real life.

## Content

**Communication Tool:** As a next-generation communication tool that goes beyond texts, avatars, and VR, CRETA allows users to create/purchase a variety of avatars and enjoy interacting with other users. Unlike the real world in which individualization is becoming more popular, as a metaverse, CRETA is an expanded reality that enables the formation of communities.

**Comprehensive Game Platform:** You can discover numerous games just by traveling through the Public Universe. If you see interesting content, you can participate right then and there. If not, there are also ways to find games of your choice through various channels such as bulletin boards or advertisements, which is just one of the ways to have fun.

**Base Game:** High-quality games in various genres, such as casual survival games, battle royale FPS, etc., are provided by default. Just having fun is not the end of it, as all sources are open to users so that users who want to produce their own games or content can use them.

**Next-generation Game Production Tool:** Tools for users in all fields, from total novice producers to professional developers currently working in the industry, are provided. CRETA Studio allows creators to bring their dreams to reality and share them.

**Cultural Content:** You can also enjoy various cultural content that is not limited to just games. CRETA is a powerful force making all forms of imaginable content a reality, such as various MMD-linked performance content, social parties, internet streams, etc.

## 4. CRETA ENGINE

### Strong expressive power

Equipped with a powerful rendering module built on an optimized set pipeline foundation, CRETA Engine depicts a world made up of massive polygons through a wide array of textures and realistic light sources, realistically expressing its virtual world.

You can create vivid scenes because organic interactions with objects in the game and natural movements of many characters based on artificial intelligence are possible.

By supporting abundant sounds and colorful next-generation FX, it provides a fantastic depth of expression.

### Multiverse optimization engine that expresses various worlds

By providing the ability for many developers to simultaneously edit and produce a single world over the internet, it allows for unlimited creativity without being constrained by time and space.

It offers integrated features for easy and quick creation of imagined worlds, such as a high level of character transformation, liberal transformation of expressions that can range from a cartoon-like 2D animation to extreme realism, easy and convenient interactions and event set-up, easy use of prefabs with a variety of features, etc.

With real-time physical engines and robust network systems, you can create an attractive multi-play experience that many users participate in. This is because it has the advantage of being able to express a larger number of characters and objects than conventional engines.

### High scalability

CRETA Engine adopts a modular architecture that facilitates development and allows flexible scalability by combining modules with various capabilities.

This flexibility creates an effective open ecosystem and provides a foundation for faster integration of new entertainment factors such as virtual streaming or various events such as conferences, lectures, etc. in addition to games.

A modular rendering layer offers a structure that can scale to a variety of platforms by implementing mobile APIs, such as Metal and Vulkan, as well as the underlying DirectX rendering API.

## 5. CRETA STUDIO

### Production tools that enable players to become creators

CRETA Studio is a game production tool designed to cover the detailed settings that require expert knowledge as much as possible, and allow you to feel the realism and fun of game production with simple editing through intuitive UI/UX.

Novice producers can get familiar with game production by taking a look at the basic base games provided by CRETA or game data published by other creators, and going through the process of editing

to their own tastes.

On the other hand, specialist producers can also respond to high quality game production at a commercialization level since they have scalability to access/edit engine-based low data.

To implement this, the user can place available functions, UIs, etc. in a step-by-step manner, allowing easy and convenient access using only intuitive stage production for beginners, and for professional producers, utilizing the full function of the CRETA Studio, full-scale game production is supported.

As you become familiar with the tools and game production, Studio functions will gradually open up, so you will realize your own game production power increasing together with the quality of the output increasing. Of course, CRETA Studio provides various support for the whole process.

CRETA will be a guide to game production, allowing players who were simply enjoying games to become creators of games themselves.

## Step-by-step tool configuration

As described above, CRETA Studio provides stepping stones to learning that you can master one by one without getting confused by complexity and excessive specialization. It places steps in the functions and UI provided by the tool according to the creator level and the level of the game to be created. Here are some examples.

**Player Mode:** A client to enjoy playing CRETA. Although it includes some of the editing functions related to avatar customizing or housing, it does not have the ability to create a game in full-scale and is mainly a client for playing.

**Beginner Mode:** Basic production modes beyond simple editing are provided for general users to decorate their own avatars and houses, such as detailed avatar customizing, modification of housing objects, etc.

**Advanced Mode:** This mode adds the ability to import and edit a variety of external sources on top of the sources provided within CRETA and from this stage, it is possible to create relatively simple games.

**Expert Mode:** This mode enables more full-scale and professional engine-related functions, such as map editors, etc. to be used, and it enables virtually all game-making activities.

**Master Mode:** This is the mode for creators who want more than the default functions provided by the CRETA Studio. It is possible to access/edit low level data at the engine level, and even modify and add the engine's own functions, hence the creation of high-quality games premised on commercialization becomes possible.

## Customized UI set support per game genre

CRETA Studio supports individual UI set templates tailored to various game genres and content.

Through this, the creators can create a game that is far more efficient without being exhausted by unnecessary functions by using the CRETA Studio as a preset customized to match the genre or characteristics of the game that creators want to create.

Also, the UI set can be edited to be optimized in a format that is convenient for the user through the UI maker of the studio, and in the future, the UI presets created in this format can be shared/sold between users in the store.

## Utilization of various sources using universal format

Support is provided at the tool level so that the sources used by various other engines/tools, such as 3D Max, Maya, Unreal, Unity, MMD, etc., can be used directly without additional procedures. Through this, users can create their own games and content by creating their own avatars and houses using huge volumes of data released globally.

## **6. PRODUCTION SUPPORT THROUGH AI DEEP LEARNING**

### **Template database growing with platform**

Users can utilize the game data and sub-data published by other creators to create their content, including all of the data from the base game native to CRETA. Therefore, as content is newly added, templates of games, data, etc. that users can enjoy will continue to increase rapidly. This will go through the virtuous cycle of being utilized again in a new production, building an even greater database.

### **Automatically generate the base of the game you wish to create through AI**

This massive and growing data is classified and managed through a variety of tags and AI algorithms, and helps recommend optimal templates for creating new content. After determining the fundamental elements of the game, such as genre, size, and visual style, etc. the producers are given the optimal template selected among the immense amount of data through AI. It is possible to dramatically reduce the stages of production by selecting and revising one of the multiple templates presented in this format that best suits your needs.

### **Simple task automation/simplification with AI support**

There are many areas where there is no need for specialized skills or an advanced taste in game production, but there are many areas where you need to put in a lot of time and effort. These are a big obstacle to production.

Flus Studio offers many capabilities to simplify and optimize these factors. This is mainly done through AI deep learning technology.

It supports the achievement of high-quality results while overwhelmingly reducing the time and effort required for production by simply performing, with a single button, the tasks that are cumbersome and time-consuming for the user to do on their own, such as environmental configurations, formation of basic terrains, placement of natural objects such as stones or trees, etc. as well as laying out the general field mob, etc.

This support, when it becomes full-scale, can be used in various fields such as character production, dungeon composition, in-game numerical balance, etc. beyond simple allocations. It can also have a significant impact on the maximization of profit by reducing the man-hours required for game production and therefore reducing development costs.

This can be done complementary to the functions that suggest the base template of the above-

mentioned game to lower the hurdles for production, and the user can obtain the outcome close to completion by simply selecting the template closest to their image among various examples presented.

## 7. TOKEN ECONOMY THROUGH THE NEXT GENERATION HIGH PERFORMANCE BLOCKCHAIN

### Blockchain-Based Economic Structure

The Next generation high performance blockchain applied to the CRETA platform is a mainnet with differentiated strength from the existing blockchain technology and has completed the world's first essential technologies to solve the problem of practicalization and scalability of blockchain.

**Dynamic Sharding:** This is a key technology that enables high scalability as a technology that increases the transaction processing capacity to dynamically split networks depending on the situation.

**Verifiable Pruning:** As a technology that reduces the size of the storage of a high-performance blockchain node, it can dramatically reduce the node operating costs by enabling verification of the overall data only using some data.

Also, most blockchains were able to operate nodes only on high-performance computers, but the Next generation high performance blockchain can operate nodes on low-end machines such as laptops and mobile devices.

Interlocking with the Next generation high performance blockchain with these unique strengths, CRETA has the unrivaled competitiveness that sets it apart from other platforms.

Because transactions using the integrated goods are possible without being bound by country, region, currency, etc., most unnecessary procedures are omitted, and easy and convenient payment and revenue generation are possible.

Through the Next generation high performance blockchain platform, it is automatically possible to organically link with various external services/platforms while not being limited to CRETA, and so it has differentiated strength from other platforms that use their own generic currency.

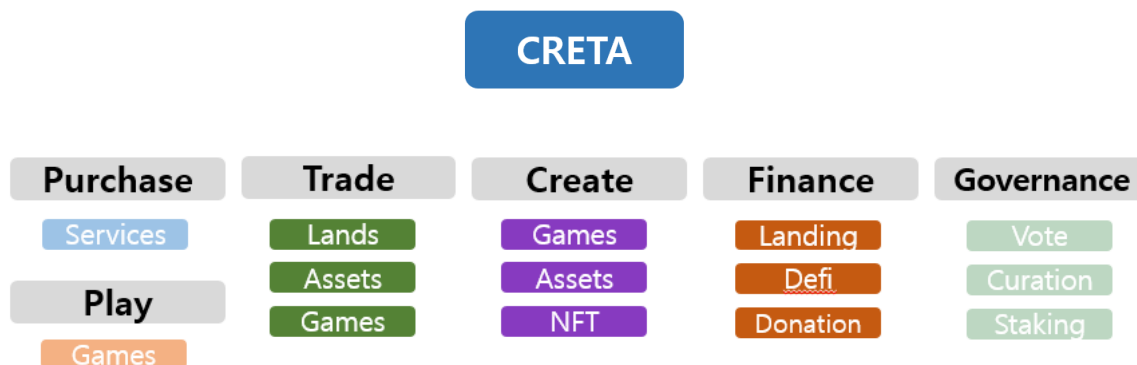
CRETA is a platform built upon organically interworking with the mainnet of the Next generation high performance blockchain; it will solve the greatest challenge called the blockchain trilemma, and will operate in a complete token economy ecosystem that only the Next generation high performance blockchain can operate in which decentralization, scalability, and security are simultaneously guaranteed at a high level can be possible.

The token of the CRETA is initially created with TRC20 tokens called CRETA.

The CRETA tokens will be swapped with Next generation high performance blockchain tokens when the mainnet of the Next generation high performance blockchain, which is the fastest and the lightest blockchain network, is launched, and it will be used as the default exchange digital currency within the platform. CRETA can be exchanged with a specific currency or cryptocurrency at external exchange bureaus or from the blockchain wallet. As a result, the virtual economy inside the platform and the external real economy are circulating in a directly linked form, so it is easy for anyone to make payments easily and conveniently as well as make profit or trade beyond country or region.

Since the in-game coin has the same power as actual currency, creators and players can use CRETA to issue NFTs using game or metaverse services, etc., and use them as a way of enjoying and trading

creative works, seeking fun and economic benefits at the same time. These are the places where the CRETA token is used:



## Transaction fees and transparency

Revenue is generated by charging fees for all transactions between individuals within CRETA or integrated stores using the blockchain technology of the Next generation high performance blockchain. All related content distribution processes are recorded in the blockchain and disclosed to everyone; the transactions are carried out with platform coins and are verified against forgery and falsification through verifiable pruning, resulting in the highest transparency.

These transaction records are left transparently on the Next generation high performance blockchain, and revenue distribution is achieved through smart contract, hence minimizing the possibility of problems in the future, and the transactions occur simply and quickly without having to spend unnecessary time.

## NFT interlocking

### CRETA World real estate market

CRETA World is divided largely into two parts: Public Universe and Private Space.

Among these, Private Space is a space provided on an individual basis, and it is simple to expand or add, etc., in addition to what is provided by default. However, this is basically only disclosed to the owners themselves, so the accessibility for other users is not as high.

In order for other users to access a certain individual's Private Space, they must search, etc. to find the target, or obtain an access link through an advertisement or invitation from the owner.

On the other hand, Public Universe is a shared space, open to all users of CRETA. Unlike the Private Space in which only active access is permitted, it has high accessibility and thus, the value within the platform is very high.

However, unlike the Private Space, which can be provided virtually infinitely, the space provided within Public Universe is finite, and thus, paradoxically, it has higher added value.

Real estate in the CRETA World will be provided in the form of NFTs with high value, and will serve as the foundation of economic systems within the platform.

### NFT Market

Not limited to the real estate market mentioned above, CRETA supports many types of NFTs. Using blockchain-based non-fungible tokens (NFTs), all content and nft works of CRETA are certified for their value and can be traded transparently and reliably.

These NFT-powered assets can be distributed internally in the CRETA, and if the same standards are used, there will be no problem with real-world market transactions as resale or trading is free on an external platform.

This will be the best choice to protect the owner's economic asset value by working as a certificate/attestation while preserving the value of limited content with a variety of values.

## **A revenue structure that circulates in and out of the platform**

### **Create-To-Earn / Play-To-Earn**

Most existing platforms have a one-way revenue structure where players are being charged, and creators are receiving that revenue.

CRETA does not distinguish between players and creators, and everyone can cross into both sides of activity. It supports the play-to-earn revenue structure even from the position of a player.

This diversely-designed revenue structure works both ways and provides a flexible circular economic system that allows a player/creator to be a purchaser while being a provider without being restricted to one position.

Guaranteeing transparency in transaction and quick processing becomes possible due to the incorporation of the blockchain to the core of this circulatory structure. This will be attractive to both buyers and sellers.

## **8. BUSINESS MODEL**

### **In-game token currency economy linked to reality**

The in-game economy of CRETA does not run independently only within the game. It is designed based on a structure closely linked with the Next generation high performance blockchain, the next-generation cryptocurrency based on the real world.

This provides the user with the advantage of making the game charge easier and more convenient regardless of the external factors such as the country or region, etc. and conversely, it has an overwhelming strength in the fact that in-game profit can be easily exchanged for real currency.

Also, since through the blockchain platform, it is automatically possible to organically link with various external services/platforms while not being limited to CRETA, it has the advantage of having a differentiated strength from other platforms that use their own generic currency.

### **A revenue structure open to both players and creators**

Breaking away from the existing structure where typical players are charged and creators receive the revenue, CRETA has a revenue structure which is open to both sides.

Players have the possibility and opportunity to become creators at any time, and even if they usually are players, the content they create for fun has the potential to make great profits.

In addition, creators can add prizes/prize money to their content to induce player in CRETA, and players can earn profit this way.



Through these diverse structures, the main goal of CRETA is to build a flexible circular economic structure where the user mode is a consumer and a purchaser at the same time, not limiting users to positions as players or creators.

## **Integrated store where all content/sources/tools can be traded**

Every element within CRETA may be subject to trade through the integrated store.

CRETA Store will provide integrated management for various tools and supplementary functions needed for production in content units, such as certain stages of games, new gimmicks, production templates, etc. as well as individual objects, such as unique avatars, cool weapons, clothes with novel designs, dignified architectures, etc. to support and enable transactions.

This will create an economic structure which will transparently and easily combine the platform and reality, connected with the Next generation high performance blockchain and NFT.

## **9. VISION AFTER LAUNCH**

### **Propose profit models to players/creators**

At the beginning of the launch, we plan to focus on securing a simple circular economic structure based on the Next generation high performance blockchain. After stabilizing the underlying economy, we will continue to add various ways to increase profitability for both players and creators.

This will continue to be supplemented and developed, including through various competitions optimized for CRETA and contest prize money, etc. as well as through verified sponsorships and funding from existing platforms.

### **Expanding the World**

Numerous users will create their own spaces, acquire territories in the world, continuing to grow the CRETA World. Users who are making new attempts based on novel ideas that are not limited by the existing framework will appear, and once they are built up, the group itself will form a new trend.

When that happens, CRETA can highlight its strengths as a multiverse, then materialize and present such trends in a new universe. This is an expansion of the world view and will serve as the driving force for new and greater challenges.

### **A platform that evolves with users**

As such, CRETA does not simply provide a service; it will grow as a platform that embraces all users and supports developing and evolving together, without distinguishing between players/creators.