Yay!

YAY White Paper v3.1

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01 Introduction

Yay! is a virtual world that came into being in January 2020. Its 9 million+ registered users have created over 100,000+ communities where they can chat and play games with each other through group calls. We are building a token economy using cryptocurrencies, based on this community service that many users will use daily in the future.

The key feature of Yay!'s token economy is that it is designed to allow users to engage in ways that match their literacy and preferences.

Yay! Users can earn token rewards based on their contributions to the community. When receiving rewards, the system is designed in a way that does not require special web3 knowledge such as managing wallets or exchange accounts, making it easy for users who have never dealt with cryptocurrencies to get started. On the other hand, users who regularly play GameFi and similar platforms can leverage their token rewards by purchasing NFTs.

For advanced users of Decentralized Finance (hereinafter, "DeFi") who have never touched crypto assets before, we have created roles that allow them to provide external liquidity to the ecosystem. We offer options to mitigate risks while providing increasing revenue opportunities that grow in tandem with the expansion of the Yay! community.

Yay! aims to lead the mass adoption of web3, involving users who have never interacted with crypto. Yay! will realize true SocialFi by an authentic community with generated revenue as a social.

02 Project Details

2.1 About Yay!

Yay! is the virtual world where people can connect with each other based on their shared interests. As of September 2023, the app has accrued over 9 million+ registered users who have in turn created 100,000+ communities—"Circles" in Yay!

The Yay! community differentiates itself from other social media by having all of its users help maintain a flat structure that is open to anyone who wants to join. It is a truly welcoming social space that recognizes all users' diverse backgrounds and interests.

Moving forward, we are building a token economy within this community and create a growing and sustainable web3 virtual world where everyone can be themselves.

2.2 Yay!'s Primary Features

Overview of Yay!

| Timeline | Group Calling | Circle |

2.2.1 Timeline

Yay! offers two timeline views—one that shows users who they are following, and one that shows users of similar age groups and hobbies—allowing for flexible use based on each user's desired purpose.

By changing privacy settings, users can make sure that only people they trust can see their posts and post about their daily lives without any pressure.

2.2.2 Group Call

Multiple people can join the same call and voice chat in real time. This could be just random chatting, seeking advice, or gaming together while on calls. The app also comes with voice changing feature and background music function, bringing users closer for even more enjoyable calls.

2.2.3 Circle

Users can create their own original communities, which is called "Circle" in Yay!, based on shared interests such as video games and anime. Those who create these communities can become the moderators and operate their Circles by themselves, or they can hand the reins over to other Circle members.

03 Purpose

3.1 Yay! as a Gateway to the Mass Adoption of Crypto Assets

Yay! will enable crypto asset newcomers to participate in its tokenomics without first incurring costs or needing to open a separate wallet or exchange. Community members will also be able to participate according to their backgrounds (social, gaming, and/or financial interests) and share information, allowing them to deepen their knowledge based on their needs and experiences.

3.2 Creating a Sustainable Token Economy

Yay! will return to its community not only revenue from tokens generated from NFT transactions and the management of Ether, but also non-crypto revenue from its business operations as well as profits arising from collaborations with surrounding Dapps. This will in turn fulfill our vision of creating a service that combines the world's first sustainable Social Finance (hereinafter, "SocialFi") token economy with a Play to Earn service.

3.3 Creating an Economy Where Everyone Contributes In Their Role

The issue in currently offered applications incorporating crypto was its complexity requiring specialized financial knowledge, which limited their user base. On the other hand, the simpler the application, the more it could expand its user base, but often at the cost of limited capital volume.

Yay!'s greatest challenge is to build a token economy within a community of over 9 million users, pursuing each role according to the user's attributes without any compromise, and realizing a world where its ecosystem supports.

04 Tokenomics

4.1 Tokenomics Overview

The following tokens will exist in our platform: "YAY" and "EMPLE" as FTs, and "Yay! Genesis" and "Yay! Pal" as NFTs. The role of each token is described below:
- YAY: governance token; issued on Sonieum; 10 billion issue limit.
- EMPLE (EMPL): utility token; issued on Soneium; unlimited issues.
- Yay! Genesis (Genesis): NFT giving the right to mint Pals; issued on Ethereum; 5,000 issue limit.
- Yay! Pal (Pal): NFT for Play to Earn activity; issued on Soneium; unlimited issues.

There are the following two types of tokenomics within the service:
- Marketplace: users participate by purchasing Pals.
- Pool: users participate by acquiring Pals for free.

Participants perform different roles according to their literacy and attributes.
- **Genesis holders:** expected to be people who are very familiar with crypto assets and DeFi, community operators, and key opinion leaders (KOLs) whose role will be to boost Yay!'s recognition.
- **Pal purchasers:** expected to be users familiar with GameFi or who have already acquired Pals for free and have a little first-hand experience of Yay!'s tokenomics.
- **Users who have acquired Pals for free:** expected to be users who have never been exposed to NFTs or other tokens, or users who have engaged in GameFi, etc. in the past but may feel uneasy about purchasing NFTs.

A different persona is ascribed to each user role, with rewards earned and level of difficulty differing accordingly, but all Yay! users can participate in tokenomics by understanding of the risks and returns involved.

The value of the project is ultimately consolidated in YAY in a way that is designed to match the interests of all stakeholders.

Overview of Marketplace Tokenomics

Users can participate in our tokenomics by purchasing Pals. Marketplace transactions are designed so that purchased Pals will be able to earn a higher amount of EMPL than Pals acquired from the pool.

Marketplace
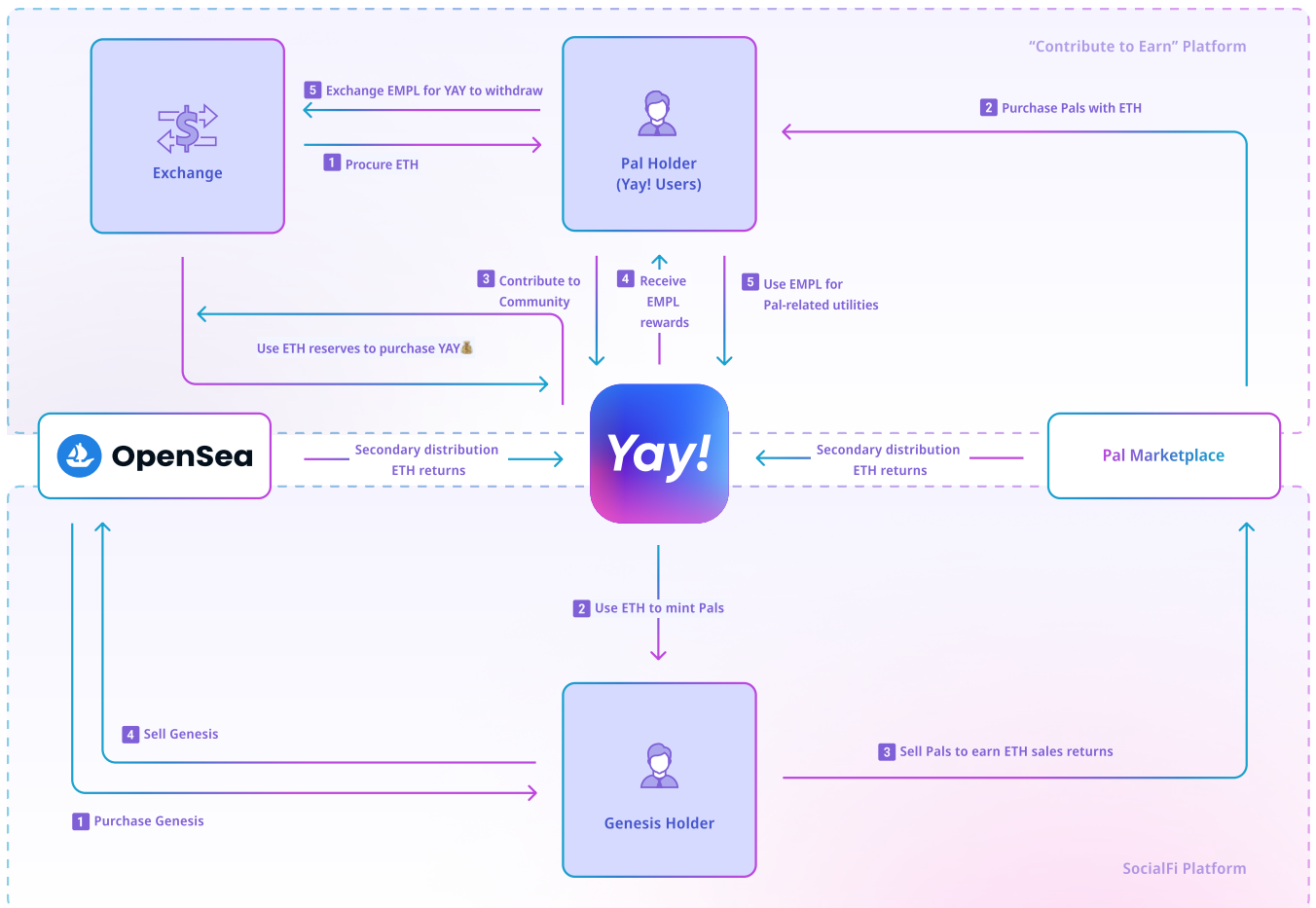
Overview of Pool Tokenomics

Users can acquire Pals for free and participate in Yay!'s tokenomics via the pool. Unlike transactions in the marketplace, those in the pool do not require underlying funds for purchase. Until users wish to sell any EMPL they have obtained, there will be no need for them to set up a wallet or deal with crypto exchanges. This means that most Pal-related activity can be completed off-chain, making participation in the token economy easy even for crypto asset novices.

Pool
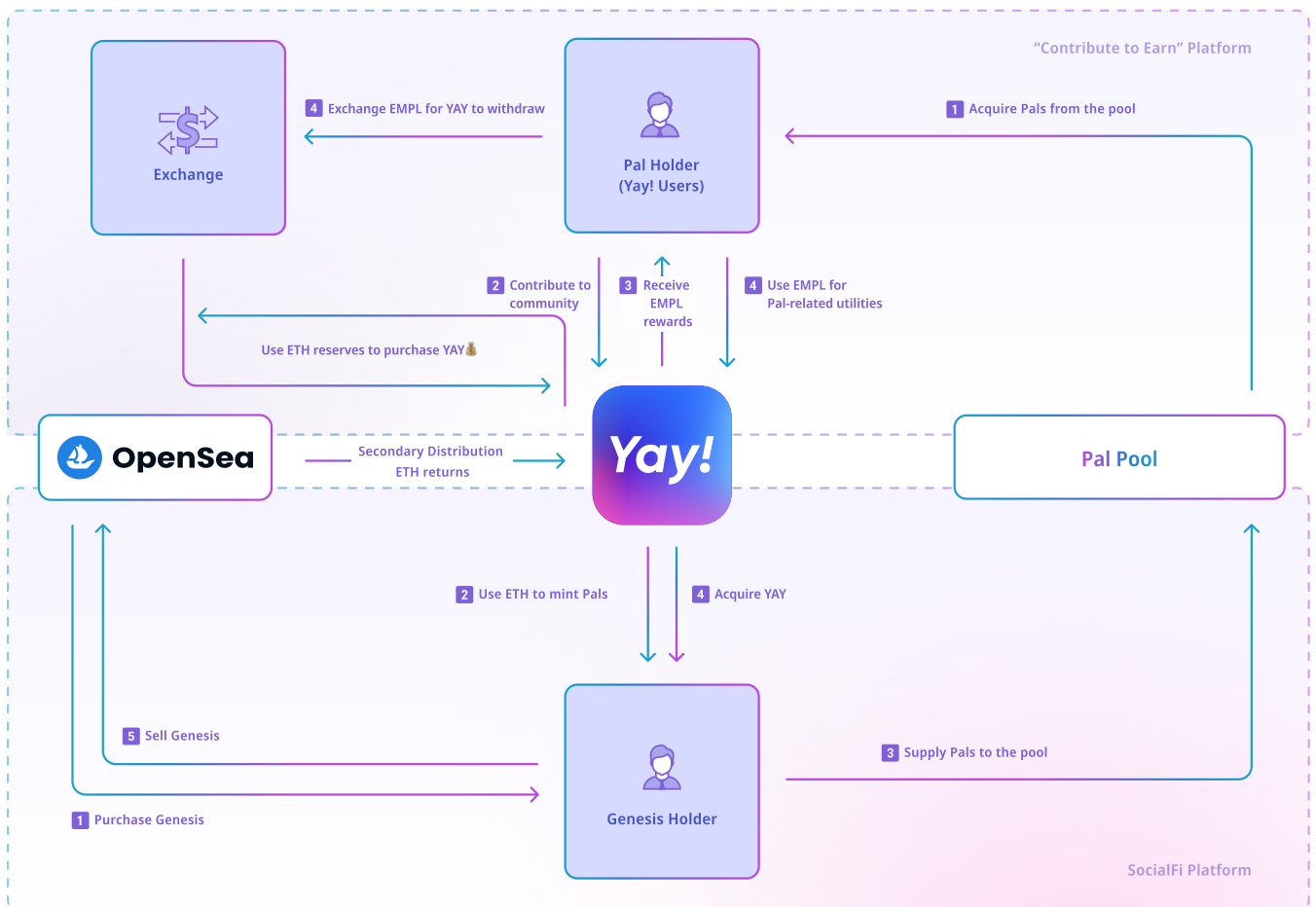
4.1.1 YAY

- Ticker symbol = YAY.
- Issued as an FT on the Soneium under ERC-20; issuing limit of 10 billion tokens.
- Governance tokens that hold important decision-making rights with regard to Yay!'s ecosystem.
- Users can withdraw EMPL by converting it to YAY at market price.

4.1.2 EMPLE

- Ticker symbol = EMPL.
- Issued as an FT on the Soneium under ERC-20; no issuing limit.
- Utility token, newly issued as reward for contributions to the community and distributed according to the outcomes of Pal race.
- Rewards will be separated into EMPL and locked EMPL.
- Both EMPL and locked EMPL will be used and treated as the same within the service, with locked EMPL being used first. Locked EMPL cannot be withdrawn outside of the service, but EMPL can be withdrawn outside the service by exchanging them for YAY at market price.

4.1.3 Genesis

- Characterized by detailed designs and angel motif.
- Issued as an NFT on the Ethereum under ERC-721; issuing limit of 5,000 tokens.
- The issuance and distribution of Genesis will be carried out in small quantities, adjusted according to the supply and demand of Pals.
- Genesis can be issued through the dashboard, where holders can mint Pals by exchanging ETH.
- Genesis holders will be able to supply Pals to the pool, or they can sell them on the marketplace.
- If Genesis holders supply Pals to the pool, they will receive a fixed amount of YAY over 30 days, and if they sell their Pals on the marketplace, they will receive an immediate profit on the sales.
- Genesis holders can also hold their Pals they mint themselves.
- There will be a fixed cooldown time after minting Pals.
- There will be no maximum limit for minting Pals with Genesis; as long as the service continues, Genesis holders will always be able to mint Pals.

4.1.4 Pal

- Characterized by cute "digital pet" designs.
- Issued as an NFT on the Soneium under ERC-721; no token issuing limit.
- Yay! users holding Pals will be able to participate in races after contributing to the Yay! community. After races, users will obtain EMPL and locked EMPL as a reward.
- All Pals have their life span. They will live for a certain, guaranteed period of time, after which the chance that they will die increases by a small percentage each day. Life span and dying rate will be determined by the rarity of each Pal.
- After Pals die, users will no longer be able to receive rewards for their community contributions through those Pals.
- Pals can be obtained free of charge from the pool, but rewards will be less than if the user purchases Pals from the marketplace.
- Pals can be sold on the marketplace with their price depending on supply and demand.

4.1.5 Tokenomics From the User's Perspective

When Yay! users hold Pals, contribute to the community, and participate in races, they will be able to receive EMPL and locked EMPL as a reward. Since Yay! comes complete with wallet and Yay! Marketplace access within the app, users can easily acquire Pals using the following steps, and will not need to use additional apps. The steps to acquire a Pal are as follows.

Purchasing Pals from the Marketplace

1. Yay! users send ETH to their in-app individual wallets. (Credit card payments will also be supported in the future).
2. Then users purchase Pals from the app's Yay! Marketplace.
3. Once Yay! users hold Pals and complete community contributions, they will be able to participate in a race.
4. Users receive EMPL and locked EMPL commensurate with the value of their contributions and race outcomes.
5. Users can use EMPL rewards on Yay! to raise Pals, or can exchange EMPL for YAY to withdraw money. (Note: Locked EMPL can only be used in-app.)

4.1 Tokenomics Overview

Purchasing Pals from the Marketplace

1 PREPARE
Send ETH to your wallet

2 BUY PAL
Use ETH to buy Pal
in the Marketplace

3 PLAY
Enjoy community in Yay!

4 EARN
Get EMPL as rewards
and withdraw it as YAY

Obtaining Pals from the Pool

1. Yay! users obtain Pals from the in-app pool.
2. Once Yay! users hold a Pal and complete community contributions, they will be able to participate in a race.
3. Yay! users receive EMPL and locked EMPL commensurate with the value of their contributions and race outcomes.
4. Users can use EMPL rewards on Yay! to raise Pals, or can exchange EMPL for YAY to withdraw money. (Note: Locked EMPL can only be used in-app.)

Obtaining Pals from the Pool

1 GET PAL
Get Pal from free from the Pool

2 PLAY
Enjoy community in Yay!

3 REWARD
Get EMPL as rewards and withdraw it as YAY

4.1.6 Pal Design

- Because Pals have limited life spans, the period of time in which Yay! users can earn rewards is also limited.
- Yay! users who purchase Pals on the marketplace can earn more than the ones who acquire them from the pool.
- Pals have various parameters that affect their rarity and ability to fight in a race.
- Unlike other GameFi services, new Pals cannot be minted by combining two Pals. The minting of new Pals is the only privilege of genesis holders.

4.1 Tokenomics Overview

4.1.7 Role of Genesis

Genesis holders will play the role of Pal market suppliers in the Yay! ecosystem. They can sell their Pals at a competitive price on the marketplace and earn profits, or they can supply Pals to the pool and get YAY as a reward. The steps for doing so are described below.

Selling Pals on the Marketplace

1. Genesis can be acquired by participating in airdrop events or by purchasing it with ETH on a secondary marketplace such as OpenSea.
2. Genesis holders mint Pals using ETH.
3. Pals can then be sold on Yay!'s in-app Yay! Marketplace. If the sale price on the Yay! Marketplace is higher than the mint price, the Genesis holder will receive a profit on the Pal sale.

Selling Pals on the Marketplace

1 HAVE GENESIS
Buy or get Genesis

2 MINT BY DASHBOARD
Start minting Pals

3 SELL ON MARKETPLACE
Sell Pals on the marketplace and earn ETH

4.1 Tokenomics Overview

Supplying Pals to the Pool

1. Genesis can be acquired by participating in sale events or by purchasing them with ETH on a secondary marketplace such as OpenSea.
2. Genesis holders mint Pals using ETH.
3. Minted Pals can then be added to the pool.
4. Genesis holders can receive YAY over 30 days in accordance with the rarity of each Pal they add to the pool.

Supplying Pals to the Pool

1 GET GENESIS
Buy or get Genesis

2 MINT BY DASHBOARD
Start minting Pals

3 SUPPLY TO POOL
Deposit Pals to the Pool

4 EARN
Get YAY as rewards

4.1.8 Genesis Design

- Genesis are designed to be held by people who are very familiar with crypto assets and DeFi, community managers, and key opinion leaders (KOLs) responsible for enhancing Yay! recognition.
- Genesis will mint Pals and then either be supplied to the pool or sold on the marketplace.
- There is no limit to the number of Pals that can be minted by Genesis holders; there will be a cooldown period in accordance with each Pal's rarity (e.g., 24 hours for Common Pals), but Genesis holders will be able to mint an unlimited number of Pals as long as Yay! remains in service.
- When a Genesis holder supplies Pals to the pool, they can receive YAY rewards over a period of 30 days.
- Since the selling price of Pals can be set by Genesis holders in the marketplace, they monitor market conditions and decide the rarity of the Pals.
- If the demand for Pals is strong, arbitrage is feasible, but in the long run we can expect prices to be reasonable in line with market principles. If the selling price is too low, the profit on sales will be low; if the selling price is too high, Yay! users will not make purchases.
- The more Pals that Genesis holders mint, the more YAY they will receive as a reward.
- Genesis holders play a role similar to L1 chain validators, and are the most valuable stakeholders in the Yay! ecosystem. They aim to raise the demand for Pals by increasing the number of Yay! users. The more demand there is for Pals, the greater the reward acquired.
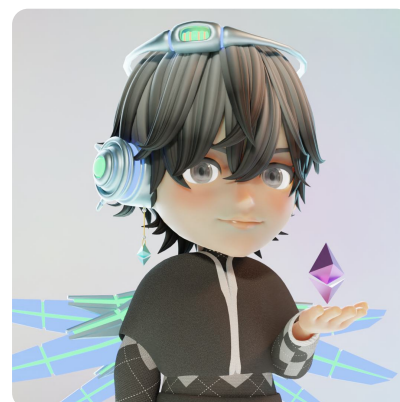
4.1.9 How to Contribute to the Community

- When users' contributions to the community are recognized within the service, they will become able to participate in the races and receive EMPL and locked EMPL as a reward after the races.
- Accounts that spam or use bots and other such tools will not be able to participate in races and they may also be penalized.

There will be two main indicators of contributions to the community: an algorithmically calculated trust score and quantifiable acts of community contribution. The number of posts and chats will not be used to measure community contributions, in order to prevent spam and insincere activity.

Trust Score
Algorithm for Trust score will be disclosed at when the timing is right, but in principle we are adopting metrics that will give higher ratings to users who engage with and stimulate the community, are considerate of others, and continuously create a place where everyone feels comfortable.

Quantifiable Acts of Community Contribution
Specific examples of quantifiable acts of community contribution are as follows:

- Monthly subscription (VIP membership)
- Sending and receiving gifts.
- Friend invitations.
- Other deeds that raise awareness and interest in the community.

Users who meet the above criteria will be able to enter races more easily. Furthermore, even if the users do not meet the above criteria, continuous use of the service will help the users fulfill the requirements more easily as community contributions.

4.1.10 Pal Race

- Users can participate in races after making community contributions. Races will follow very simple rules and will be designed for easy participation.
- The race prize will be paid in EMPL and will be distributed to the top three finishers
- Details of the race will be announced later.

4.1.11 Difference in Expected Rewards Between Marketplace and Pool

- When Genesis holders supply Pals, Genesis holders can choose to either sell on the marketplace, add to the pool. Holders also have an option to convert to ETH after supplying Pals to the market.
- The price at which Pals are sold on the marketplace will be affected by market supply and demand, but ultimately Genesis holders can set the Pal sale price themselves. However, the risk that Genesis holders face is being left with an oversupply of Pals if they are unable to sell them.
- Genesis holders can hedge the above risk by supplying Pals to the pool instead and earning YAY rewards with a fixed APY over 30 days.
- Since the inventory of minted Pals can be redeemed for ETH at any time, Genesis holders do not bear any inventory risk.

4.1.12 How Value is Focused to YAY

- ETH acquired from Pal minting, NFT trading royalties, etc. accumulate in the liquidity pool.
- ETH in the liquidity pool that are not slated for use in the short term may be used for staking, delta hedging, or other such means of growing funds for future initiatives or boosting stability.
- The ETH in the liquidity pool is used as a fund to purchase of YAY through the exchange when users withdraw funds by exchanging EMPL for YAY.
- When users exchange EMPL for YAY, they will be charged a withdrawal exchange fee (initially set at 10%), but when Yay! purchases YAY, it purchases the total amount, including the withdrawal fee as well as the amount withdrawn by the user.
- If, for example, a user withdraws about $1,000 worth of EMPL, $900 worth of YAY will be transferred to the user's wallet. Yay! will purchase YAY on the exchange using $1,000 worth of liquidity pool funds to maintain YAY inventory. In this example, comparing buy and sell, the buy pressure of $100 as a charge for the withdrawal exchange fee is calculated.
- The more users withdraw funds, the greater the YAY buy pressure generated, creating a synthetic long position. The system is designed in such a way that even if all YAY that an individual holds are sold in the exchange, buying pressure exceeds the selling pressure due to the withdrawal of exchange fees.
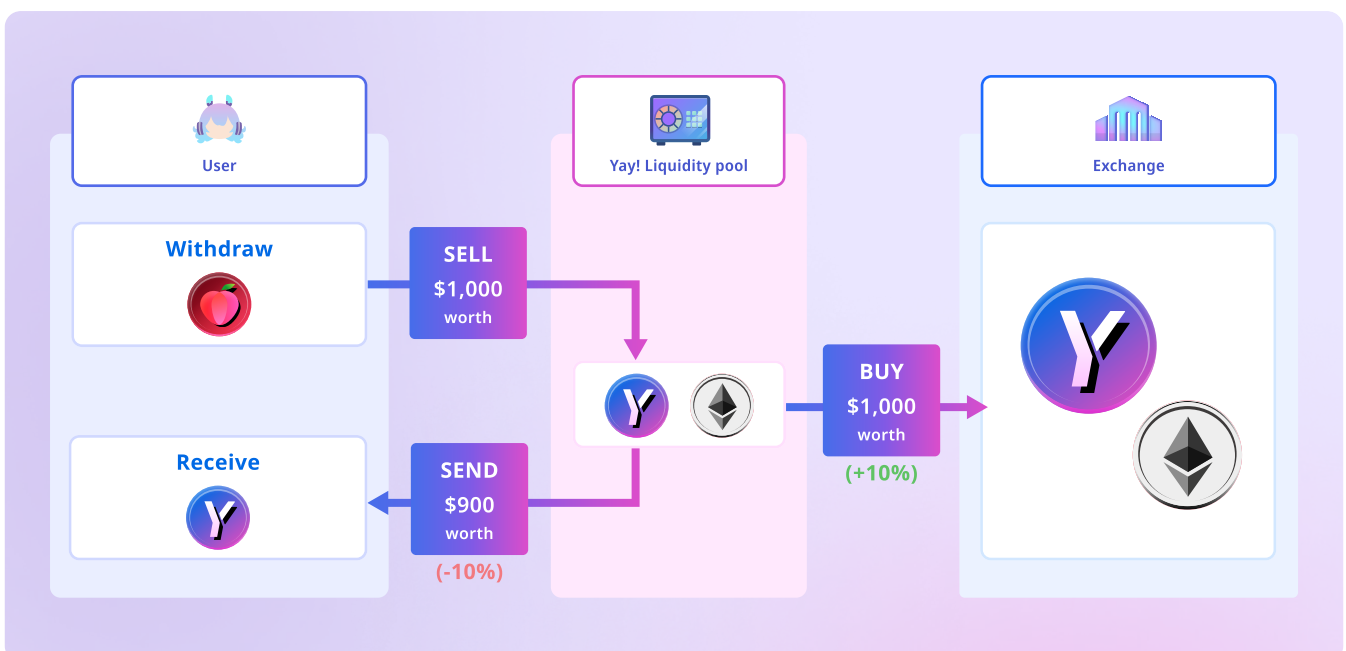
4.1.13 Legal Tender Revenue: Advertising and VIP Fees, etc.

- Yay! receives legal tender as payment for displaying advertisements between contents in the app and offering VIP subscriptions.
- All legal tender revenue, with the exception of some development resources, will be used for token value enhancement measures, as will ETH revenue.
- Our top priority is to operate Yay! in a way that ensures our tokenomics is sustainable and equipped with multiple safety nets.

4.1.14 Pal Purchases as the Driver of Tokenomics

The most important aspect of Yay!'s tokenomics is how much demand for Pals can be generated by Yay! users. The following four factors are critical to this objective.
1. Increasing the number of Yay! users.
2. Being able to experience cost-effectiveness by holding Pals and acquiring EMPL.
3. Ensuring simple procedures for any experience.
4. Providing attractive Yay! services, and ensuring users feel the connections they make are of value.

As Pal demand grows, we expect to see synergy between stakeholders driving favorable outcomes as follows.
1. Pal holders will contribute to the community and receive rewards.
2. Genesis holders will earn income by maintaining liquidity by supplying pals to the pool and selling on the marketplace.
3. Yay! will generate revenue from advertising and other billed components, generating further returns for the community.

Ensuring that our token economy functions smoothly depends more than anything else on the creation of a place where users enjoy and feel like contributing to the Yay! community—a place where users understand how Pals work and the risks associated with them, and purchase Pals and earn from their contributions to make the community an even better place for everyone.

As such, all stakeholders involved in Yay!'s tokenomics need to view the improvement of Pal holders' experiences—in other words, the quality of the Yay! platform itself—as their biggest priority, and work together in an all-out effort to enhance services from the user perspective.

4.1.15 Other Utilities for EMPL

EMPL utilities beyond Pal-related functions are planned to be developed such as Gift and Circle features in the future. If new utilities are going to be developed within the service, users may be able to use EMPL.

Gift
- Gift is a Yay! feature that allows users to send Gift to specific individuals through Calls and Circles.
- Gift can be purchased using Locked EMPL, or EMPL, and they can be sent to others.
- Gift is counted as a community contribution.
- Received Gift can be exchanged for EMPL at a certain redemption rate.

Circle
- Default setting for the Circle feature allows access by any users, but restrictions such as making them private or permission-based can be set by the administrators.
- In the future, it is planned to implement a feature in the Circle that will allow only users with certain NFTs to participate.
- The price of the NFT fluctuates based on supply and demand, and it can be bought and sold using EMPL.
- Trading of the NFT will be charged an indirect fee, which can be withdrawn by the Circle owner and used as capital for the long-term operation of the circle.

4.1.16 The Reason Why Yay! Takenomics Can Be Sustainable

The common scenarios of collapse in GameFi can be summarized into the following five:
1. Price collapse due to oversupply of NFTs.
2. Deterioration in capital efficiency as utility tokens become a one-sided sale.
3. No external revenue and the operator collects fees from tokenomics.
4. Not enough users of the service and only the tokens stand alone.
5. Neglect of liquidity for external traders.

Yay!'s tokenomics will be designed to prevent a vicious cycle and create a sustainable tokenomics:
1. Having a limited life span for Pal will create demand for Pal by new users as well as existing users.
2. Selling pressure for utility token is limited due to appropriate in-service utility consumption design and conversion structure to YAY on withdrawal.
3. Yay! operation is run by external revenue through advertising and paid subscribe features and will increase the revenue as the user base expands. In addition, all of ETH in liquidity pool is used to sustain the token economy, including purchasing YAY at the time of withdrawal for EMPL.
4. Currently, a large number of highly enthusiastic users use the service on a daily basis even without incentives.
5. The design of the service is designed to create constant buying pressure whenever users withdraw EMPL. This makes it easier for traders to handle the service because the experience and liquidity of the service are the same.

4.2 Differences Between Token Possession Within and Outside of the Platform

With regard to EMPL, two types of tokens are used in the service to realize the highest usability: "off-chain," circulated within the service, and "on-chain," circulated outside of the service.

Off-chain tokens will be used for EMPL within the service to comply with Japanese law. Off-chain tokens can also be converted to on-chain tokens of equal value for use outside the app.

Comparison of the two token types:

	Off-Chain	**On-Chain**
Legal Classification	Free points・Prepaid payment method	Cryptocurrency
Function	Within-app circulation	Exchange for money; staking
Token Standard	-	ERC-20

4.2.1 Off-Chain Tokens

Features of off-chain tokens include:

- Rented for free, while others can be purchased.
- Can be used within the app.
- High usability due to no service fees.
- Cannot be exchanged directly for legal tender.
- Can be exchanged to YAY and withdrawn outside of the app.

4.2 Differences Between Token Possession Within and Outside of the Platform

4.2.2 On-Chain Tokens

Features of on-chain tokens include:

- FTs on public blockchain.
- Able to send and use outside of the app.
- Can be exchanged for legal tender and other crypto-currencies through exchanges.

05 Token Allocation

5.1 Distribution of YAY to Stakeholders

5.1.1 Distribution of YAY

During token sales, all YAY will be issued at once and distributed according to the percentages below. Details regarding lockup and unlocking are provided in Section 5.1.2 (below). Note that fluctuations may occur in each allotment depending on changing conditions.

4,400,000,000 YAY (44%): Ecosystem
Rewards for Genesis holders related to Pal activities, staking rewards, post-TGE airdrop funding, community grants, and other contributions to the ecosystem.

1,000,000,000 YAY (10%): Early Token Investors
Allocation for early-stage token investors.

1,000,000,000 YAY (10%): Early Equity Investors
Allocation for early-stage equity investors.

1,000,000,000 YAY (10%): Team
Allocation for team members involved in the project.

800,000,000 YAY (8%): Ecosystem Reserve Funds
Reserve funds for the ecosystem, operational and development funds, market-making, and liquidity provisions for exchanges.

600,000,000 YAY (6%): Airdrop
Rewards for community contributions, participation in the testnet, NFT ownership, and engagement in various events before the TGE.

5.1 Distribution of YAY to Stakeholders

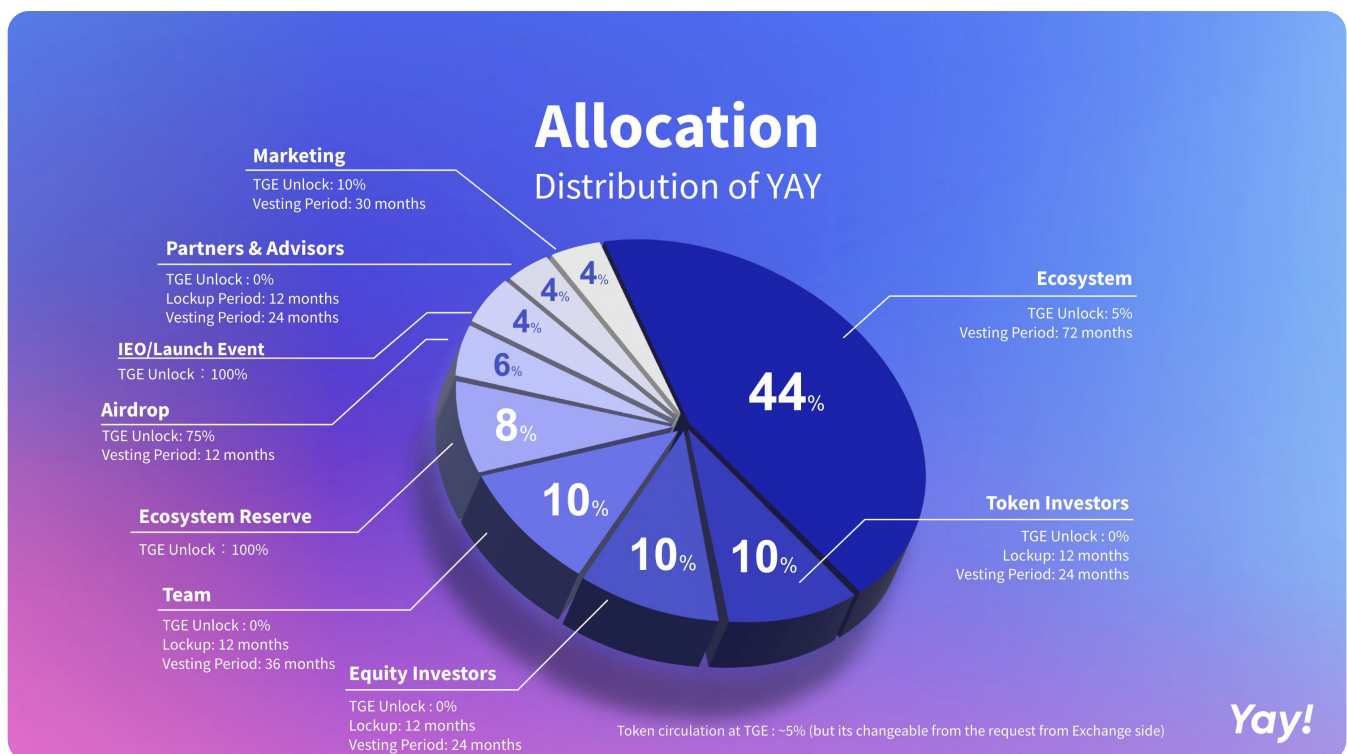**400,000,000 YAY（4%）：IEO/Launch Event**

Distributed or sold to investors through an IEO or Launch Event.

400,000,000 YAY (4%): Partners & Advisors

Incentives for partners and advisors involved in the project.

400,000,000 YAY (4%): Marketing

Funds allocated for marketing and PR activities.

Allocation
Distribution of YAY

Marketing
TGE Unlock: 10%
Vesting Period: 30 months

Partners & Advisors
TGE Unlock : 0%
Lockup Period: 12 months
Vesting Period: 24 months

IEO/Launch Event
TGE Unlock：100%

Airdrop
TGE Unlock: 75%
Vesting Period: 12 months

Ecosystem Reserve
TGE Unlock：100%

Team
TGE Unlock : 0%
Lockup: 12 months
Vesting Period: 36 months

Equity Investors
TGE Unlock : 0%
Lockup: 12 months
Vesting Period: 24 months

Ecosystem
TGE Unlock: 5%
Vesting Period: 72 months

Token Investors
TGE Unlock : 0%
Lockup: 12 months
Vesting Period: 24 months

4% 4% 4% 6% 8% 10% 10% 10% 44%

Token circulation at TGE : ~5% (but its changeable from the request from Exchange side)

Yay!

5.1 Distribution of YAY to Stakeholders

5.1.2 YAY Lockup and Unlocking

For each token allotment category, we have set up individual lockup and vesting periods. During the lockup periods, YAY trading will be restricted. During the vesting periods, a fixed amount of YAY will be unlocked each month.

Adjustments may be made for the lockup and vesting periods of the ecosystem, since they depend on progress made in the app development, market conditions and other factors.

Allocation Category	TGE Unlock	Lockup Period	Vesting Period
Ecosystem (44%)	5%	-	72 months
Early Token Investors (10%)	0%	12 months	24 months
Early Equity Investors (10%)	0%	12 months	24 months
Team (10%)	0%	12 months	36 months
Ecosystem Reserve Funds (8%)	100%	-	-
Airdrop (6%)	75%	-	12 months
IEO • Launch Event (4%)	100%	-	-
Partners & Advisors (4%)	0%	12 months	24 months
Marketing (4%)	10%	-	30 months

5.1.3 YAY's Market Supply and Fluctuation

- In typical projects, the amount of tokens in circulation increases when lockup periods end, thereby lowering the value of the projects' tokens.
- However, in Yay!'s ecosystem, we will buy back and burn YAY continuously, thereby maintaining the supply levels to the market even after lockup periods end.

5.2 Distribution of EMPL for Stakeholders

5.2.1 Distribution of EMPL

This will not be a token sale for EMPL. 100% of the allocation of EMPLs issued will be distributed to users as a reward for contributing to the ecosystem, except for tokens used for initial liquidity.

06 Operating Policy & Roadmap

6.1 Operating Policy

- Initially Yay!'s operating company, nanameue, Inc., will regularly check the complex interplay of parameters of this project and flexibly make adjustments.
- All adjustments will be made to avoid short-term disruptions and to benefit all ecosystem stakeholders moving forward.
- When any big changes are made, we will endeavor to ensure fairness to all by being transparent and disclosing our actions.
- Once the project has reached a stable level of operation, we plan to switch over to community-based management, with holders of governance tokens making all parameter adjustments.

6.2 Roadmap

Given the speed with which the cryptocurrency market is developing, the ability to adapt promptly to external change and trends is crucial. As priorities may need to be switched in response to changing conditions, we do not have fixed dates for the implementation of the following tasks.

Roadmap

- Testnet launch.
- Airdrop campaigns.
- The execution of the TGE and Airdrop.
- Expansion of partnerships and collaborations.

07 Team

About nanameue, Inc.

nanameue, Inc. is responsible for the planning, development, and operations of the virtual world Yay! With offices in Japan and Thailand, we are building a development structure designed to drive our global expansion.

Representative Director	Takahiro Ishihama
Established	May 1, 2013
Headquarters	20th Floor, Shiroyama Trust Tower, 4-3-1 Toranomon, Minato-ku, Tokyo
URL	https://nanameue.jp

Project Executives

Takahiro Ishihama, CEO, nanameue, Inc.

Founded nanameue, Inc. in May 2013, and has been engaged in social media ever since with a focus on "building community with science." Launched the virtual world of Yay! in January 2020.

Jesdakorn Samittiauttakorn, CTO, nanameue, Inc.

Over 10 years of professional experience in comprehensive technology data management, especially AI and ML development, data security, and network/data privacy. Became the CTO of nanameue in February 2015, and is currently responsible for developing Yay! as a blockchain strategist.

07 Team

Kazuki Yokokura, CFO, nanameue, Inc.

Joined Merrill Lynch Japan Securities Co. (now BofA Securities) in 2016 after graduating from university in the U.K. and working for Japanese and British securities firms . Joined nanameue, Inc. as the CFO in August 2021, and is currently responsible for nanameue's business strategy, financial planning, and legal affairs.

Zhen Zhu, Product Owner, nanameue, Inc.

Product Owner with over 11 years of experience specializing in consumer-facing products. As a founding member of NetEase Japan Branch and Alibaba Game Japan Branch, Zhen has played a pivotal role in shaping successful product strategies in competitive markets. With a rich background working at prominent companies like Gree, Mercari, and Smartnews, Zhen brings a wealth of knowledge and expertise to driving innovative solutions and delivering exceptional user experiences.

Jiratip Kiatpanya, Blockchain Team Lead

Blockchain Team Lead with over 7 years of experience in leading and developing both private and public blockchain technologies. Formerly a Blockchain Engineer at Bitkub, Thailand's leading cryptocurrency exchange, and Project Lead at SDLT, Jiratip has spearheaded the development of significant blockchain projects. Notably, he led the development of a nationwide blockchain system for Thailand's Revenue and Customs department, managing a circulation of 5 billion JPY within the system. His expertise is instrumental in advancing cutting-edge blockchain solutions.