

Entertain<sup>m</sup>

Whitepaper

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# O1 Disclaimer

Please note that the information contained in this WhitePaper is not intended to be any form of investment advice or recommendation from us, and it should not be regarded as an offer, solicitation, invitation, or recommendation to buy or sell any NFTs or tokens.

The opinions expressed and the material provided herein are for general information and we are publishing this WhitePaper solely to receive feedback and comments on our project plans from the public.

Any natural persons or legal entities who come into possession of this WhitePaper must observe any relevant legal or regulatory restrictions they may be subject to and seek all necessary professional advice.

For additional information on this WhitePaper, please contact us at [contact@entertainm.io](mailto:contact@entertainm.io)

This WhitePaper, or any part of it, must not be taken or transmitted to any country or territory where its distribution or dissemination is prohibited or restricted.

We reserve the right to make any changes as we consider to be necessary, based on market factors and our advisors' recommendations. All information about NFTs and Tokens provided is conceptual and subject to ongoing legal, regulatory, tax, technical, and compliance reviews.

This document does not represent a prospectus or any other public offer document regarding financial instruments, investments or other financial products / services or regulated products / services.

Please note that the NFTs and the Tokens do not represent securities or any financial instruments. In this respect, please note the followings:

- (i) The NFTs and the Tokens are not guaranteed with fiat currencies or other assets;
- (ii) No shares are granted in the share capital of the company that is issuing the NFTs and the Tokens- the Issuer (and implicitly neither voting rights in this company), nor other rights regarding the acquisition of this company' s shares (including option rights), by acquiring the NFTs and the Tokens;
- (iii) No dividends are granted related to the eventual profits of this company to the NFTs and Tokens' holders.

The NFTs and the Tokens may be seen as utility tokens, not as security tokens. The NFTs and the Tokens are neither structured nor sold as securities or any financial instruments.

The value of NFTs and Tokens can be extremely volatile and subjective. Please note that the value of the NFTs and Tokens are volatile and the variations in the value of other crypto- assets could materially and adversely affect the value of any NFTs or Tokens you might have, as well as there is no guarantee that the NFTs and the Tokens will have or retain any value.

The term "reward" used herein designates an incentive to be granted to the NFTs and/or Tokens holders, as it is described above. The rewards are assuring the future development of the Ecosystem, as well as the NFTs and Tokens holders' loyalty. Taking into consideration the above-mentioned, the utility of the rewards is to assure the NFTs and Tokens' holders loyalty and involvement in the Ecosystem.

The governance process described above involves only the technical decisions and the decisions related to some features/elements or appearance aspects of several elements from the Ecosystem, the governance process does not refer to the issuer of the NFTs and of the Tokens as a company, the holders of the NFTs and the Tokens can not decide on any matter related to the Issuer- the company issuing the NFTs and the Tokens.

The Tokens and the NFTs grant no property or administrative rights in the Issuer, or any voting rights in resolutions of the Issuer, participation rights at general shareholders meetings of the Issuer or others shareholder rights.

The platform, the virtual venues and the Ecosystem may be modified by Us by delaying/modifying/renouncing on certain parts or elements of the platform, virtual venues and Ecosystem, on our sole discretion, even if the decisions of the users state otherwise, due to external factors, such as market evolution or due to operational opportunity reasons or Our consultants advices.

We make no representations or warranties, express or implied, written or oral, made by or on behalf of Us in connection therewith, including any representations or warranties of title, functionality, merchantability, usage, security, suitability or fitness for any particular purpose, or technical quality of the NFTs or Tokens.

Any value mentioned herein is just for explanatory reasons and for providing examples, such value is not a promise or an obligation of Us.

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We shall not be liable to You or any other third party for damages, including any general, special, incidental, punitive or consequential damages arising out of the use or inability to use the platform, the virtual venues, the Ecosystem or any NFTs or Tokens (including but not limited to loss of data or data being rendered inaccurate or losses sustained by You or third parties).

We have no liability to You or to any third party for any claims or damages that may arise as a result of any payments or transactions that You conduct via blockchain with respect to NFTs and Tokens.

The issuer of the NFTs and the Tokens or any of the members of the team cannot be held liable for any damages that a person that acts or implements in its own activity the information from this document may suffer.

The issuer of the NFTs and Tokens or any of the members of the team cannot be held liable for any damages that may result from the interpretation of the forward-looking statements. Forward-looking statements, by their nature, are subject to factors beyond our control and foresight. These factors could cause actual results or results that differ materially from those expressed in forward-looking statements.

# O2 Introduction

EntertainM represents an innovative blockchain ecosystem designed to empower content creators with a suite of web3 native tools, enabling them to enhance their audience engagement and monetize their efforts.

Distinguished by its scalability and robustness, EntertainM serves as an ideal platform for catalyzing a burgeoning economy and fostering business prospects for content creators, artists, and brands alike.

## 2.1. Entertainment in the Virtual Age

In the realm of virtual entertainment, the blending of physical and digital worlds creates a seamless experience, pushing the boundaries between reality and the captivating virtual landscape. The surge in virtual entertainment's popularity can be attributed to the growing allure of virtual worlds, propelled further by the influence of Meta (formerly Facebook), which played a pivotal role in popularizing this digital era. This revolutionary shift offers an expansive array of entertainment options, allowing users to partake in experiences that were once unimaginable.

Digital venues invite exploration and interaction in unprecedented ways. Users can effortlessly transition from gaming and touring virtual landscapes to experiencing cinematic marvels and novel social engagements. The dynamic nature of virtual entertainment not only broadens the spectrum of choices but also enhances social interactions, facilitating easy communication and providing a platform for self-expression, free from the fear of judgment.

One of the distinctive features of web3 entertainment is its commitment to constant technological advancement, making the digital sphere accessible to nearly everyone. The ease of navigating this innovative landscape ensures not only the safeguarding of personal data but also a heightened sense of privacy.

However, the true highlight lies in the immersive experiences offered by virtual entertainment, where individuals can rediscover themselves, experiment with new personas, and express their creativity in ways previously unexplored.

Focusing on live events, the global market for live events was estimated at approximately \$1.1 trillion in 2019, according to various reports and studies, including Verified Market Research<sup>©</sup>. This market is poised for further growth in the coming years, driven by factors that have reshaped the event landscape, especially the transformative effects of the COVID-19 pandemic.

The pandemic prompted widespread remote work and physical distancing, prompting a surge in the popularity of live streaming as a convenient means for people to attend events from the comfort of their homes. Even in the post-pandemic era, the appeal of this convenience factor persists, sustaining the popularity of live streaming events. Technological advancements in streaming have played a pivotal role, simplifying the process and making it more accessible for individuals and organizations to live stream events with high-quality video and audio capabilities.

The growing demand for live-streamed content has spurred the proliferation of platforms and services, making it easier for users to discover and access events of interest. Notably, live streaming has democratized access, reaching a wider audience, including those with disabilities or residing in remote locations. In essence, live streaming has evolved into a vital tool for uniting people, fostering connections, and ensuring that the communal spirit of events remains vibrant and accessible in the ever-evolving landscape of web3 entertainment.

## 2.2. The Creator Economy in Web3

In recent years, the term "content creator" has become a comprehensive label encompassing digitally empowered cultural producers who generate and disseminate content across social media platforms. Motivated by an entrepreneurial spirit and the ambition to establish their own "media brands" (Craig, 2019), these creators are often grouped into a singular category, despite their historically distinct approaches. Demonstrated by their efforts to establish what Scolere et al. (2018) refer to as "platform-specific self-brands," these cultural producers operate in unique and individualistic ways.

The concept of platform-specificity sheds light on a broader reality concerning YouTubers, Instagrammers, and TikTokers. They are predominantly identified as platform-dependent, meaning their creativity and success are closely tied to specific cultural production platforms, as conceptualized by Nieborg and Poell (2018). It is within this platform dependence that creators find themselves subject to the constant fluctuations in the social media ecosystem. These changes span technical features and algorithmic configurations to evolving terms of service and policy restrictions, shaping the landscape in which creators navigate their digital endeavors.

Now, with the advent of Web3, a transformative shift is underway within this dynamic landscape. Web3 introduces a paradigm where content creators wield unprecedented autonomy, allowing them to transcend the limitations of platform dependence. In this evolving digital era, creators now have the opportunity to bring their audiences seamlessly across various social media platforms, breaking free from the constraints of a single medium.

Web3 empowers content creators to establish their own rules and restrictions, creating a personalized and controlled environment for their audiences. This departure from traditional social media dynamics is liberating for creators, who can now manage their audience interactions independently, fostering a more direct and authentic connection. The decentralized nature of Web3 ensures that creators are no longer beholden to the ever-changing policies and technical configurations of individual platforms.

This paradigm shift not only enhances the creative freedom of content producers but also mitigates the risks associated with sudden alterations in terms of service and policy restrictions. Creators embracing Web3 can cultivate a more sustainable and resilient digital presence, where they dictate the rules of engagement and shape the experience for their audience.

In the wake of the 2021 Creator Economy Report, the global content creator population has witnessed an astounding 314% surge. This meteoric rise speaks volumes about the transformative power of individuals who are shaping the landscape of the Content Creator Economy.

At the heart of this phenomenon lies the Influencer Marketing Industry, forecasted to be valued at a staggering \$21.1 Billion by the end of 2023. Moreover, the Content Creator Economy is not merely a niche market but a sprawling ecosystem, with the collective value expected to surpass \$104.2 Billion and still on the ascent.

This ascent of content creators, specifically in web3, offers an exceptional opportunity, not solely for the creators themselves but also positions EntertainM to capitalize on this rising trend.

Significantly, this surge in content creation creates a lucrative avenue for monetization. EntertainM becomes a gateway for creators to leverage their content, presenting inventive ways to generate revenue.

EntertainM transforms into the central web3 hub for content creators. This platform not only serves as a space for creators to showcase their talents but positions itself as the epicenter for individuals seeking immersive and captivating audio-video experiences. The interdependence between content creators and EntertainM evolves into a mutually beneficial opportunity, providing creators platforms to reach broader audiences and propelling EntertainM as the premier destination for creators looking to monetize their content in web3.

EntertainM emerges as an unparalleled platform for creators to flourish, offering audiences an immersive experience in a new era of live virtual events (audio & video), all while unlocking substantial opportunities for monetization. This aligns with the transformative potential of Web3, granting creators the autonomy to dictate their rules and restrictions, creating an environment where they can manage their audience independently across diverse social media landscapes.



# O3 Mission

With a focus on immersive metaverse streaming, live audio streaming, and high quality video streaming dApps, EntertainM aims to revolutionize the entertainment landscape in web3 by offering a suite of tools tailored for content creators and brands to deliver immersive experiences and monetize them effectively.

At the core of our mission is to bring the immersive and interactive experience of the virtual possibilities to people worldwide. Our innovative platform redefines how individuals connect, experience, and enjoy entertainment in a virtual environment. EntertainM aspires to create a vibrant and inclusive community, where users can attend live audio, video and metaverse events, explore virtual venues, interact with artists & influencers, and connect with like-minded individuals from across the globe.

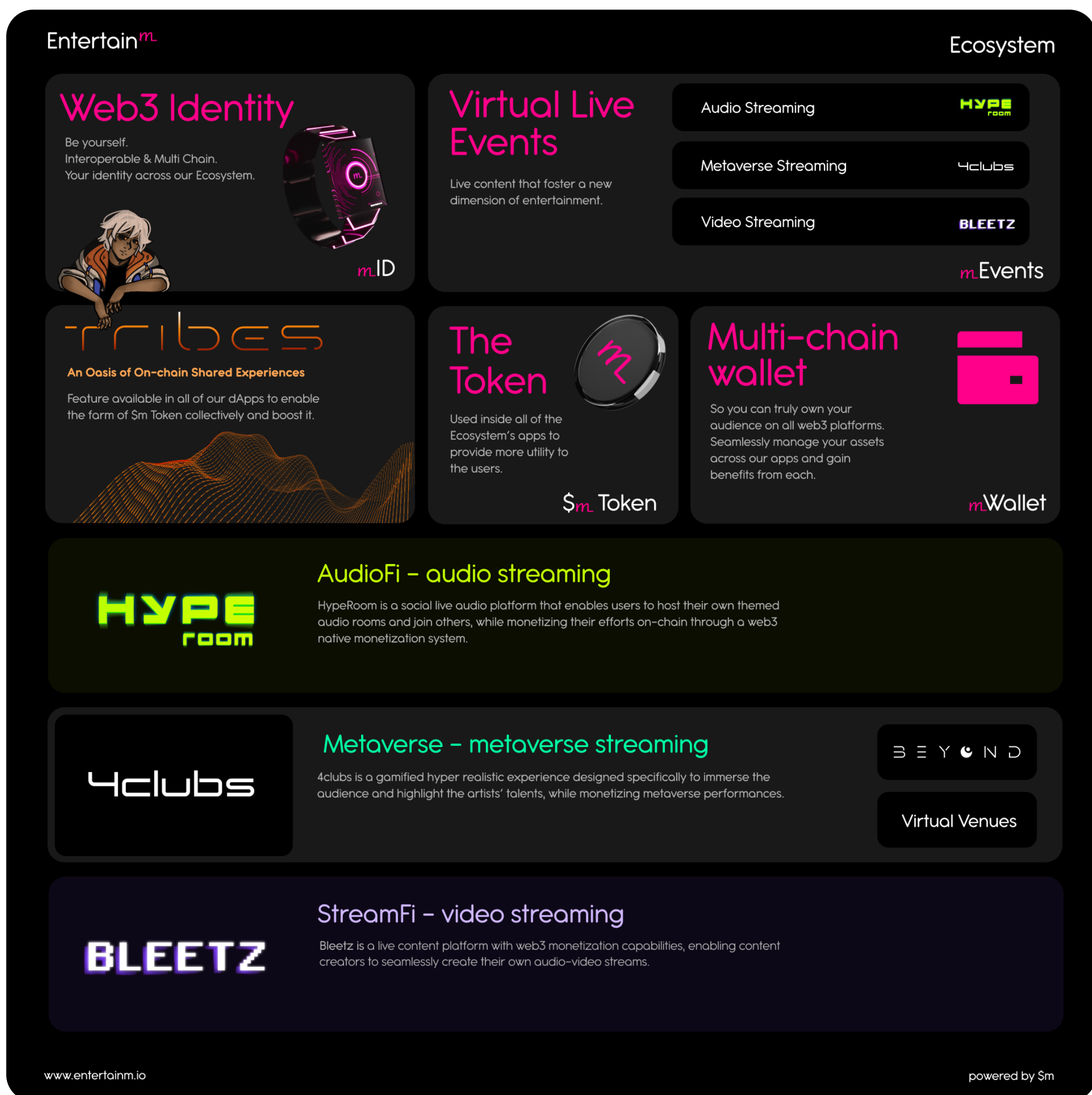
EntertainM is a catalyst for a new era in entertainment, where creativity knows no bounds, and individuals have the autonomy to shape their virtual experiences and reap the benefits of their efforts.

# O4 EntertainM Stack

EntertainM's decision to establish a comprehensive ecosystem stems from our commitment to providing a holistic and enriching experience for both content creators and users alike. The integration of various features serves as a strategic response to the evolving needs and aspirations within the digital entertainment landscape. In recognizing the dynamic nature of content creation, we understand that a singular, one-dimensional platform no longer suffices.

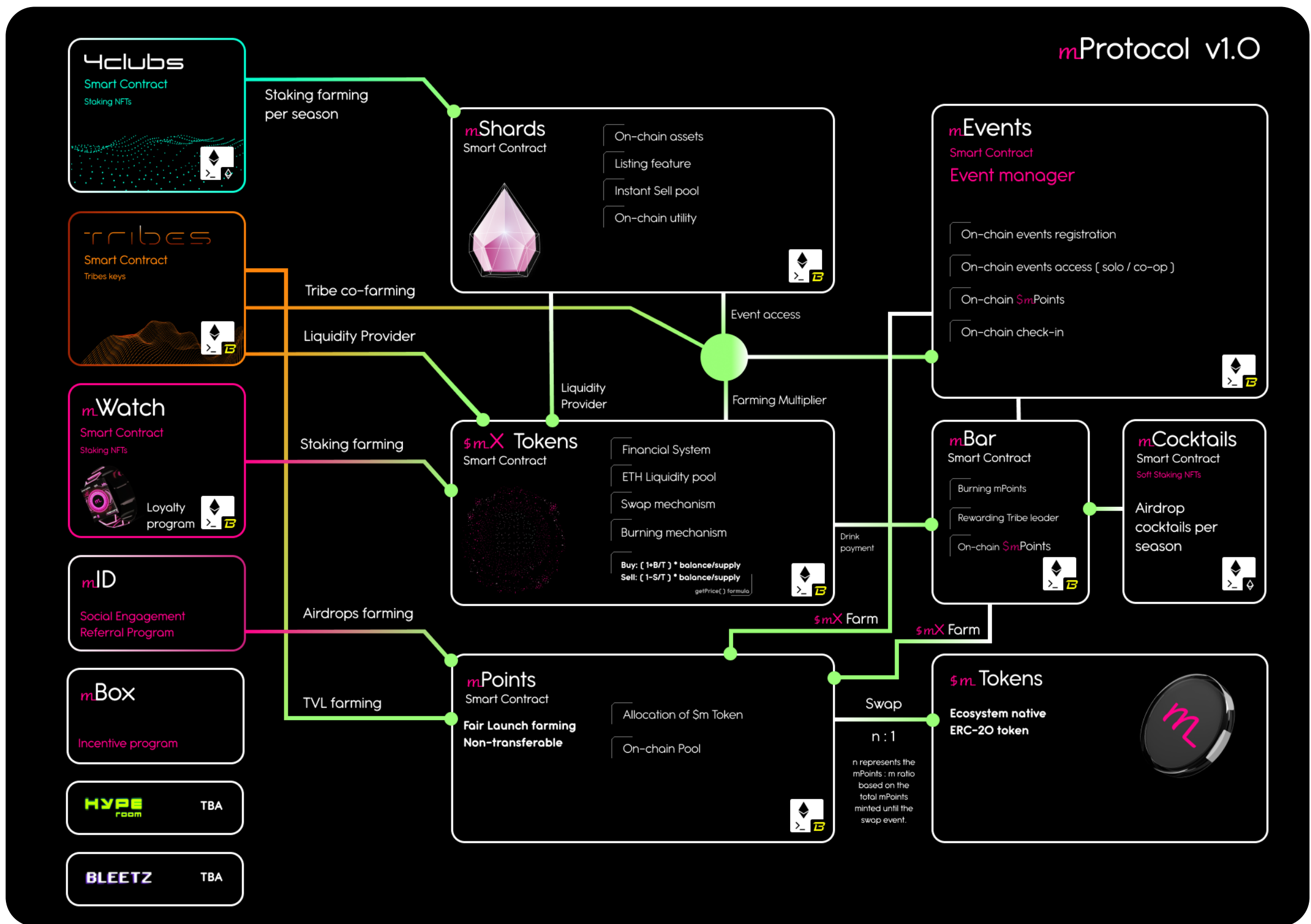
The development of EntertainM's comprehensive ecosystem is a proactive step towards offering a multifaceted and interconnected platform. It is designed to empower creators with the tools they need to thrive, while simultaneously providing users with a rich and diverse range of content experiences.

Thus, the EntertainM Ecosystem (the "Ecosystem") includes the followings:



\*Diagram of Ecosystem

## 4.1. mProtocol

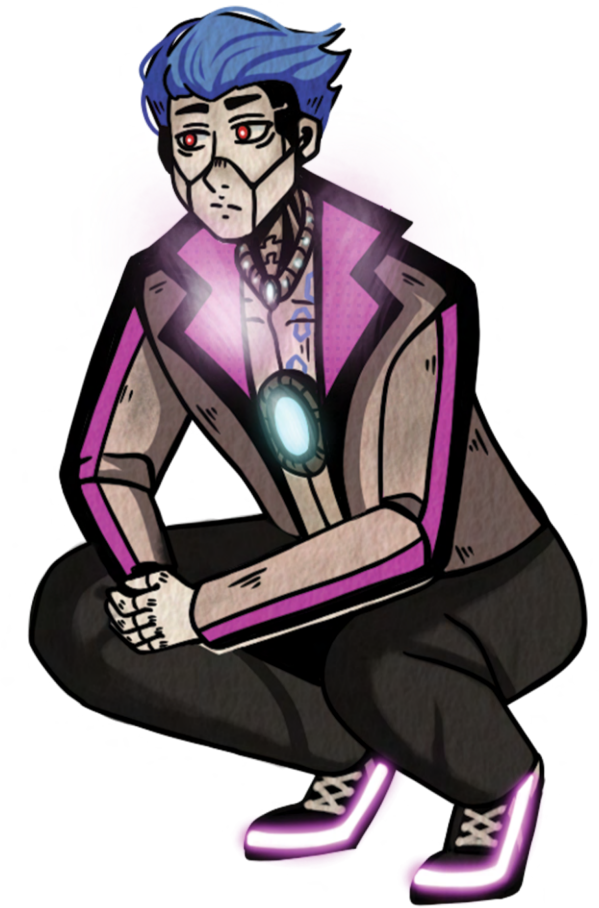


\*Diagram of mProtocol

## 4.2. mID

Central to the EntertainM experience is the creation of the mID, a digital identity that encapsulates a user's journey within the ecosystem. The mID provides a centralized view of a user's activities and balances across various projects within EntertainM. This includes wallets, \$m tokens, mPoints, titles, \$mX Tokens.

Moreover, mID is interoperable and multi-chain, ensuring seamless integration across EntertainM's suite of upcoming applications.



### 4.2.1. Level System & mBox

Innovative features such as the Leveling System and mBox further enhance user engagement and reward mechanisms within the Ecosystem.

The Leveling System acknowledges user growth and participation through accumulated experience points, while mBox offers a gateway to unlocking rewards and exclusive benefits. mBox can be won through different activities such as Tribes Raffles, 4clubs Event Raffles etc.



\*Representation of mBox

### 4.2.2. mWatch

mWatch emerges as the premier loyalty program within the EntertainM Ecosystem, tailored specifically for our most dedicated and engaged users. Representing a unique opportunity to distinguish oneself within our vibrant community, mWatch offers exclusive benefits and privileges designed to elevate your experience across our diverse range of applications.

Beyond its intrinsic value as a symbol of dedication and engagement, mWatch NFTs unlock a host of exclusive privileges and benefits within the EntertainM Ecosystem, from accessing premium content to enjoying enhanced rewards.

**There are two distinctive types of mWatch NFTs, each with their distinct benefits and requirements:**

- ULTIMATE mWatch NFT – rewarded to those who achieve level 100 (limited to first 500 users).
- Gold mWatch NFT – rewarded through marketing initiatives or minted by those eligible.



\*ULTIMATE mWatch NFT

Ultimate mWatch NFT Staking Benefits:

- 5000 XP weekly
- Discounts to future collections
- WL to Tribes
- The ability to turn your 4clubs Outfits into NFTs.
- 2 x multiplier to \$mPoints
- 2 x mBox Weekly



\*Gold mWatch NFT

Gold mWatch NFT Staking Benefits:

- 1000 XP weekly
- WL to Tribes
- 1 x multiplier to \$mPoints
- 1 x mBox Weekly

The Issuer of the NFTs is M LABS TECHNOLOGIES SRL, a company incorporated under the laws of Romania, with headquarters located in Bucharest, str. Argentina, no.25. The NFTs holders will not have any kind of representation, property, rights, equity nor any kind of values in any of the Ecosystem's entities, the Issuer or any related companies or partners / collaborators.

### 4.2.3. mWallet

Embark on a journey into the decentralized future with mWallet, where security meets simplicity.

With rigorous audits and ongoing vulnerability assessments, mWallet sets the gold standard in safeguarding digital assets, ensuring a seamless and intuitive onchain experience for users.

Whether logging in via email, social logins, or Open ID compatible authentication services, mWallet streamlines the onboarding journey, empowering users to trade, sell NFTs, and engage in on-chain actions effortlessly.

A user must simply create an account, and mWallet materializes effortlessly. No crypto expertise required.

**Key Features & Use Cases:**

- **Simple:** Create your wallet in seconds when registering to our platform.
- **Secure:** The security architecture has been audited by HackerOne, and there is an ongoing bounty program to ensure vulnerabilities are being covered.
- **Self Custodial:** You are the sole owner of your wallet and you are in control of your private keys.
- **Multi-Device Access:** Seamlessly access your wallet on different devices, eliminating the need for additional passwords.
- **Convenient:** Export your wallet and take it with you to any other web3 platform. Link your external wallets to mWallet and let it recognize your cryptocurrencies.

mWallet – where security, simplicity, and mobility converge to redefine the Web3 experience!

## 4.3. mStudio

mStudio, an exclusive platform meticulously crafted within the EntertainM Ecosystem, serves as a game-changing solution designed to empower creators of all kinds. At EntertainM, we are dedicated to simplifying the web3 experience for creators, enabling them to channel their energy into creativity and engagement rather than getting entangled in operational mechanics.

Recognizing the challenges faced by creators who often juggle multiple platforms for various tasks and may even resort to outsourcing technical support for NFT projects, we introduce mStudio – a comprehensive one-stop shop.

mStudio comes equipped with a range of features, and more capabilities are in the pipeline. Creators can effortlessly create and manage a drop from start to finish, encompassing tasks such as setting up allowlist phases, uploading media and metadata, and building the drop page. The platform also allows creators to mint NFTs directly into their wallets or gift to someone else, offering a seamless and secure process, all through the use of \$m Token.

One distinctive aspect of mStudio is its integration with Tribes, enabling creators to extend exclusive benefits to their supporters, such as whitelist access, free mints or discounts.

Furthermore, mStudio facilitates buyers in minting NFTs from a creator's collection across multiple chains, enhancing accessibility and reach.

A key highlight of mStudio is its user-friendly interface that requires no coding or technical skills. This ensures that creators, regardless of their technical expertise, can leverage the platform to launch and manage their projects efficiently.

## 4.4. Projects

Our strategic initiative to expand our Ecosystem with a myriad of projects in the Web3 landscape is driven by our commitment to building, nurturing, and expanding a vibrant space that fosters sustained growth, innovation, and inclusivity.

### Vision and Objectives

Our vision is to catalyze the evolution of content creators and artists in Web3.

Our primary objectives include:

- Fostering Creativity:** By embracing a diverse array of projects, we aim to create an environment where creativity flourishes, offering unique experiences to our community.
- Empowering Content Creators & Musicians:** We are dedicated to empowering content creators & musicians in the Web3 space, providing them with the tools and support needed for their success.
- Immersive Virtual Events:** Our commitment to delivering immersive experiences in live virtual events is geared towards redefining the traditional concept of entertainment, engaging audiences in unprecedented ways.
- Monetization Opportunities:** We recognize the importance of financial support. Our ecosystem is designed to unlock substantial monetization opportunities, ensuring creators can sustain their craft.



#### On Chain Communities

Tribes enable the creation of on chain communities that facilitate the collective farming of \$m Tokens and boost it across our Ecosystem dApps. Creators can use it to provide entertainment and earn funds for their initiatives.



#### Metaverse Streaming

4clubs is a gamified hyper realistic experience designed specifically to immerse the audience and highlight the artists' talents, while monetizing metaverse performances.

B E Y O N D

Virtual Venues



#### Audio Streaming

HypeRoom is a social live audio platform that enables users to host their own themed audio rooms and join others, while monetizing their efforts on-chain through a web3 native monetization system.



#### Video Streaming

Bleetz is a live video streaming platform with web3 monetization capabilities, enabling content creators to seamlessly create their own content and share it with their audience.

## 4.4.1. Tribes

Tribes enable the creation of on chain communities that facilitate the collective farming of \$m Tokens and boost it across our Ecosystem dApps. Creators can use it to provide entertainment and earn funds for their initiatives.

With features like 4clubs' virtual parties, HypeRoom's audio rooms and Bleetz's livestreams, Tribe Leaders can create immersive spaces for their Tribe Members, fostering real-time communication and entertainment.



\*Tribes Logo

## How it works

- The Tribes function on all our apps. This means if you join a Tribe on EntertainM, you will be a part of that Tribe in 4clubs, in HypeRoom and in Bleetz.
- To join a Tribe, a user must purchase the Tribe's Key (which acts on a bonding curve: the more Keys bought, the higher the price. The more sold, the lower the price. 5% of each transaction goes directly to the Tribe Leader in \$ETH.)

## How to create your own Tribe

- Users are WHITELISTED in order to be able to create their own Tribes on EntertainM. There's multiple ways of getting Whitelisted:
  - > Staking an ULTIMATE / Gold mWatch
  - > Achieving Lvl 50+ on our Platform
- Or you can directly pay \$mX Tokens to unlock it.

## Benefits

- Private Chat with all members + the leader
- Weekly Tribe Raffles
- Co-farming of \$m Token + Multipliers
- Audio & Video Streaming
- Access to exclusive events and extra benefits provided by the Tribe Leader.

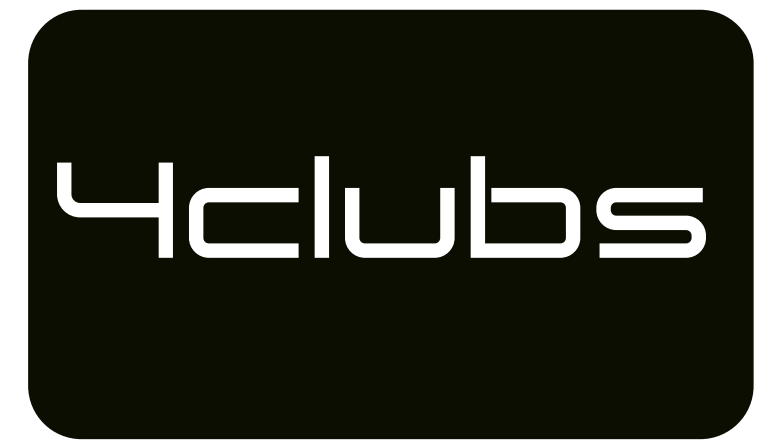
# An Oasis of On-chain Shared Experiences.



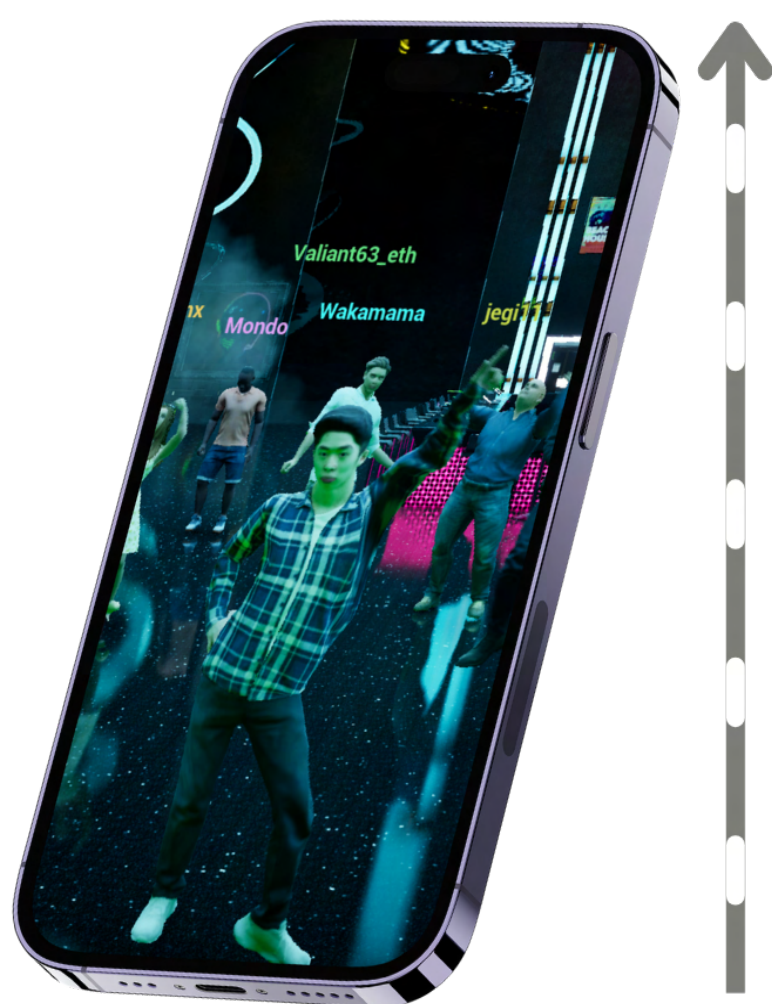
### 4.4.1. 4clubs

With over 40 parties hosted and more than 15,000 users engaged, 4clubs redefines the virtual landscape, amalgamating exclusive virtual venues and introducing the 4clubs NFT Collection.

Each of the 4 venues (Ruby Club, Topaz Club, Amethyst Club, Diamond Club) offer a unique experience, complemented by innovative features such as DMX Lighting, Live Raffles, DJ Greenscreen, Meta Control enabling avatar spawning, animations, and emojis, dedicated chat, and full avatar autonomy within the environment



\*4clubs Logo



Hyper Realistic Livestreaming in the Metaverse

DJ greenscreen

Remote & Full Control for users

Text chat for attendees

DMX Lighting, neons, smoke, fire, fireworks

\*Key Features of the 4clubs venues

Accessible across web and mobile browsers, 4clubs redefines digital entertainment with its diverse atmospheres, music genres, and experiences, leveraging cutting-edge technology to provide immersive, seamless, and cross-venue engagement opportunities for collaborations and community interaction.

### Tribes in 4clubs

Tribe Leaders can not only facilitate collective farming of \$m Tokens (via mPoints) but also amplify it. Through the Tribes mechanism, participants in 4clubs events can collectively farm mPoints. The Tribe Leader can amplify the earnings by paying \$mX Tokens, multiplying the mPoints received up to x10.

mShards, acquired through Staking of 4clubs NFTs grant access to parties and instantly multiply points by 10%. If a Tribe Leader attaches mShards to an event they will grant access to all the Tribe members to that event. However, a user can also individually participate, without receiving the Tribe bonus multipliers, by attaching the mShards themselves. Besides that, they can also boost their earnings by paying \$mX Tokens on their own for up to a x10 multiplier.

Additionally, a POAP (Proof of Attendance Protocol) NFT, showcasing on-chain participation will be issued to all participants. The more POAPs a user has, the higher the limits of drinking a Cocktail in the mBar, which also rewards mPoints.

## NFT Collection

In addition to its virtual venues, the 4clubs project introduces the 4clubs NFT Collection (the “NFTs”), a limited edition set of 6969 non-fungible tokens (NFTs) categorized into five rarities, each associated with a specific nightclub within the 4clubs ecosystem:

**Ruby NFT:** Associated with Ruby Club

**Topaz NFT:** Associated with Topaz Club

**Amethyst NFT:** Associated with Amethyst Club

**Diamond NFT:** Associated with Diamond Club

**Premium NFT:** Associated with ads within all clubs

The NFTs, stored as **ERC-721** tokens on the Ethereum blockchain, represent the genesis collection of the EntertainM Ecosystem. Holders of these NFTs enjoy a wide range of early supporters benefits inside the Ecosystem, including exclusive access to all 4clubs events associated with the specific cards they own, while also offering access to the specific events to their Tribe Members by attaching the mShards they receive from Staking. mShards activates the farming of mPoints during events, which can be multiplied by paying \$mX Tokens.

Besides that, 4clubs holders are offered guaranteed spots and priority to all of EntertainM’s future collections and activations.

The Issuer of the NFTs is M LABS TECHNOLOGIES SRL, a company incorporated under the laws of Romania, with headquarters located in Bucharest, str. Argentina, no.25.

The NFTs holders will not have any kind of representation, property, rights, equity nor any kind of values in any of the Ecosystem’s entities, the Issuer or any related companies or partners/collaborators.

## Staking

Moreover, staking the 4clubs NFTs is available to all holders without a lock up period for even more rewards inside the Ecosystem, including but not limited to:

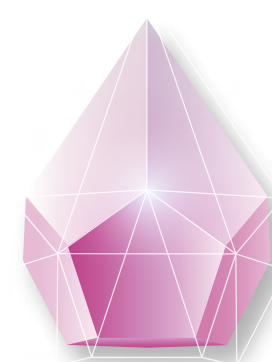
-> **\$m Token** (which was distributed to all stakers weekly, depending on the number and rarity of the cards they own, between September 5th 2022 – June 5th 2023)

-> **Discounted & Free NFTs** [ For instance, cocktail NFTs were awarded every month to all stakers depending on the number of cards they staked]

-> **2x Boost XP** on all website activations and 2x tickets on raffles.

-> **mShards:** They give access to events and enable farming of mPoints. Stakers can decide to sell them or make use of them in their own Tribes. mShards are airdropped directly to the 4clubs NFT Staker's wallet as follows:

- **Ruby Card** gives 1x mShard.
- **Topaz Card** gives 2x mShards.
- **Amethyst Card** gives 3x mShards.
- **Diamond Card** gives 4x mShards.
- **Premium Card** gives 5x mShards.

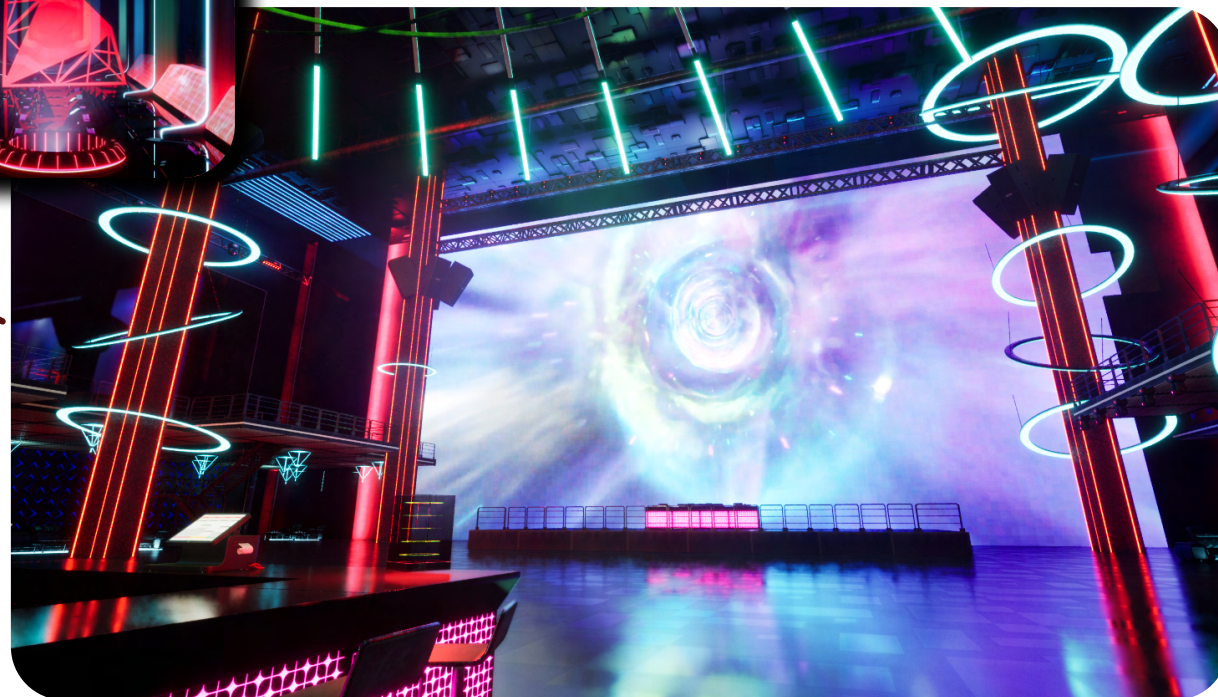


\*Representation of mShard



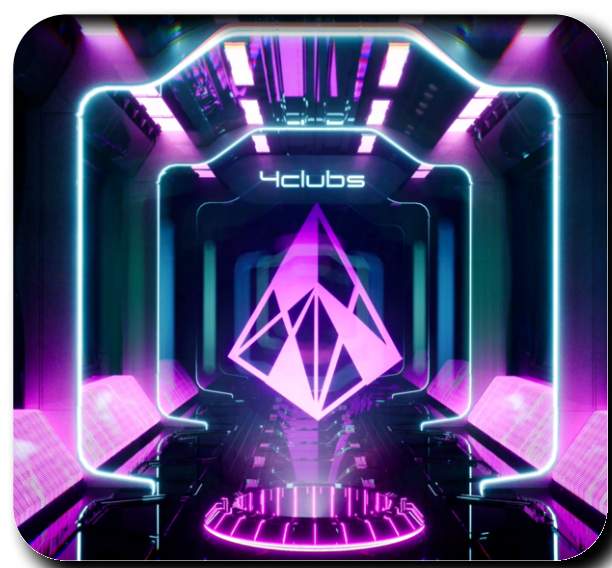
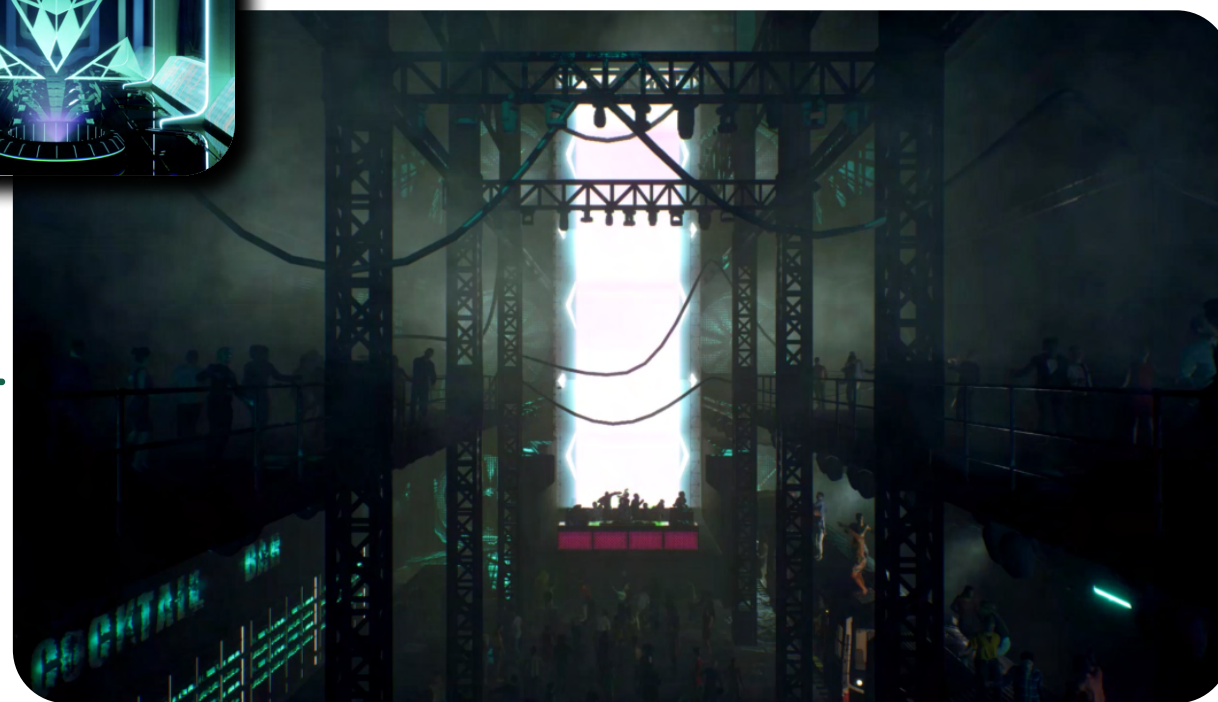
## Ruby Club

Ruby NFT



## Topaz Club

Topaz NFT

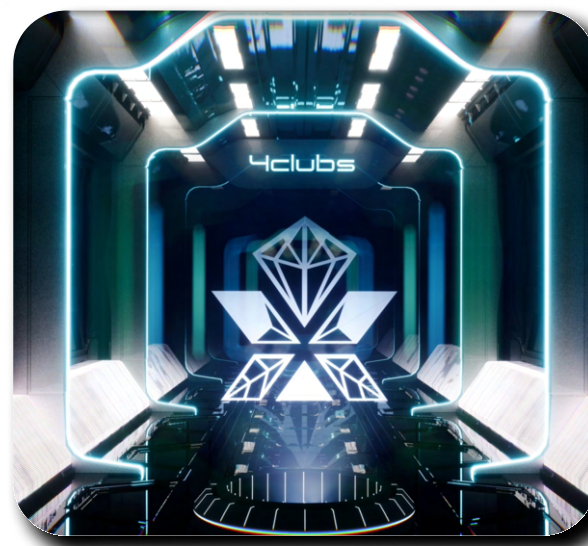


## Amethyst Club



Development in progress ...

Amethyst NFT



## Diamond Club



Development in progress ...

Diamond NFT

## A. Outfits

Outfits are a dynamic and imaginative way for users to elevate their digital personas during the 4Clubs events and are won through different activities inside the Ecosystem (such as opening an mBox). With outfits, users have the opportunity to possess, personalize, and showcase their distinct style within our virtual environments.

At the core of the outfits concept lies a meticulously crafted assortment of styles. Ranging from chic clothing pieces to captivating and eye-catching avantgarde clothing, outfits empower users to shape and define their avatars with exclusive, visually striking ensembles. The curated selection ensures that users have access to a wide array of styles, allowing them to stay on the cutting edge of virtual fashion trends.

In time, more exclusive outfits will be available to users during special occasions only. The limited time nature of these outfits adds an element of exclusivity and rarity to each piece within the collection. This scarcity not only enhances the desirability of these virtual fashion items but also establishes a sense of uniqueness and prestige for the users who own them. All of the outfits can be worn inside the 4clubs events.

If you own an ULTIMATE mWatch NFT, you can transform the Outfits into NFTs and sell them on our Marketplace.

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## B. mBar

The mBar is a revolutionary system inside the 4clubs, offering an unprecedented interactive experience for users. It serves as the hub for the 6969 Cocktail NFT Collection, providing a platform for users to explore and enjoy a variety of virtual cocktails.

The Cocktail NFTs introduce an exciting and innovative dimension to virtual night clubs, creating a dynamic and rewarding experience for users. This NFT Collection goes beyond traditional virtual items by incorporating a highly interactive and gamified element that not only enhances user engagement but also provides a pathway for users to earn rewards.

Staking the Cocktail NFTs will reward Cocktails on L2, which will be directly integrated within mBar and live during all the 4clubs events, where users can drink a Tribe Leader's cocktails by paying \$mX Tokens in order to receive mPoints. 50% of the paid \$mX Tokens go to the Tribe Leader, as a monetization system incentivizing users to further farm mPoints and Tribe Leaders to pay access for the Tribe Members to events.

The Issuer of the NFTs is M LABS TECHNOLOGIES SRL, a company incorporated under the laws of Romania, with headquarters located at in Bucharest, str. Argentina, no.25. The NFTs holders will not have any kind of representation, property, rights, equity nor any kind of values in any of the Ecosystem's entities, the Issuer or any related companies or partners / collaborators.

## C. BEYOND Concept

Beyond stands as a revolutionary leap into the realm of hyper-realistic digital experiences, providing users with a groundbreaking virtual worlds that transcend the boundaries of traditional entertainment platforms.

BEYOND is designed to offer an unparalleled level of immersion and realism in the virtual space. Users are transported into a meticulously crafted environment where the lines between the digital and physical worlds blur, creating an experience that feels remarkably lifelike.

BEYOND is driven by a profound belief in the power of connection. It aims to bring together individuals from diverse backgrounds and cultures, fostering a space where people can interact, share experiences, and build relationships that go beyond physical limitations through exclusive events dedicated to the long lasting crypto projects that have made an impact in the evolution of Web3 and are working towards its betterment.

BEYOND's philosophy revolves around the idea that users are not just consumers of content but co-creators of the virtual environment. Any member can step forward to propose and orchestrate an event tailored to their project's vision by opening a ticket in our Discord. This collaborative spirit forms the backbone of the platform, promoting a sense of shared responsibility and collective creativity.



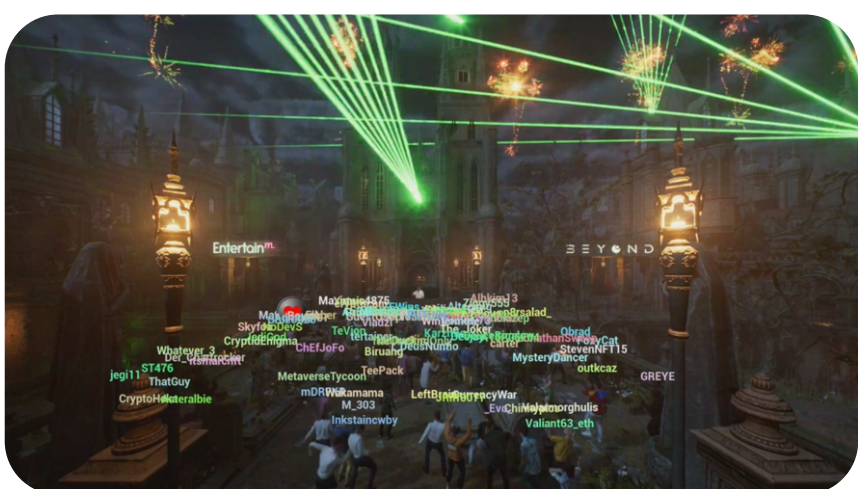
**BEYOND: Garden**

In collaboration with Azuki community



**BEYOND: Wild Whales**

In collaboration with Neversea Festival's Official NFT Collection Dreamy Whales



**BEYOND: Cathedral**

Exclusive Halloween Event 2023

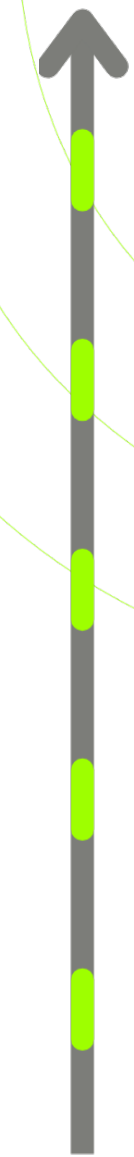
### 4.3.2. HypeRoom

HypeRoom is a social live audio platform that enables users to host their own themed audio rooms and join others', while monetizing their efforts on chain.

With HypeRoom, users can connect while unlocking monetization opportunities and driving more awareness to their brands via audio rooms on topics of significance to them. People can engage with individuals they might not encounter in their usual social circles due to social status and connections. The app is accessible to everyone, irrespective of whether they are a celebrity, business owner, activist, politician, or any other background.



\*Hyperoom Logo



- A platform for users to focus on in depth conversations with people they know or not.**
- A platform that gives your eyes and brain a much-needed rest.**
- A platform that lets users discuss on the go, even if they are driving or cooking.**
- A platform that lets users easily find a topic of interest and join the conversation.**
- A platform that helps users to monetize their in depth discussions.**

### 4.3.3. Bleetz

Bleetz is a live content platform with web3 monetization capabilities seamlessly integrating video, audio, and metaverse livestreaming for an unparalleled entertainment experience.

Bleetz enables content creators to seamlessly create their own virtual events, offering the choice between traditional audio-video livestreaming and cutting-edge metaverse livestreaming.



\*Bleetz Logo

### Key features:

- Monetization Opportunities
- High-Quality Live Audio & Video Streams
- Private & Public Live Streams
- Seamless Onboarding to Web3 with embedded wallet

Bleetz is a platform that not only recognizes the diverse aspirations of content creators but also ensures that the process of event creation is both accessible and dynamic.

# O5 Fair Launch

## 5.1. mPoints

mPoints stand as the rewards system within our Ecosystem, strategically designed to motivate and incentivize users to explore the full spectrum of features offered by the platform and actively engage in meaningful communication.

As users accrue mPoints and raise through the Leaderboard through their interactions and engagements, they not only gain recognition for their participation but also pave the way for future opportunities within the larger EntertainM Ecosystem and the other Apps we are building.

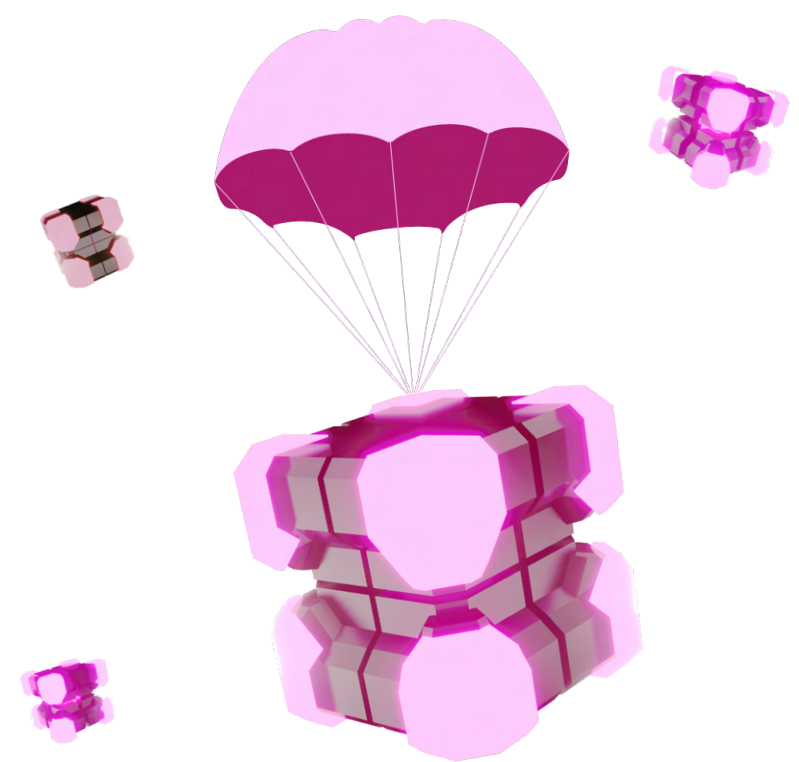
### Why Points? (mPoints Holders are eligible for \$m Token airdrops)

Points serve as a means to guide users to engage in activities that contribute value, with the expectation of future ownership.

They establish motivation for users to revisit an app, providing a sense of reward through a continually growing balance and a boost of dopamine.

Considering that the primary objective of consumer apps is to attain billions of users, it's crucial to acknowledge that as usage increases, the average user's depth of knowledge may decrease. This poses a challenge to design systems that are not only extremely easy to comprehend but also enjoyable to interact with.

In the current landscape, projects embracing points represent a forward-thinking approach that prioritizes social growth and consumer adoption.



## Fair Launch:

By embracing a Fair Launch approach through the mPoints System, we level the playing field for all participants, fostering an environment where everyone has an equal opportunity to partake in and benefit from the \$m token farming.

We chose to continue our efforts via a Fair Launch because:

- **We believe in Equitable Distribution:** A fair launch eliminates unfair advantages and ensures that tokens are distributed in a manner that's accessible to all, promoting inclusivity and diversity within the community.



- **We uphold Trust and Credibility:** By prioritizing fairness and transparency, we instill trust among users and stakeholders, laying a solid foundation for long-term growth and sustainability.
- **We highly value Community Engagement:** Fair launches encourage active participation and engagement from the community, fostering a sense of ownership and belonging among token holders.
- **We advocate for Reduced Manipulation:** With a fair launch, the risk of market manipulation and unfair practices is significantly minimized, creating a more stable and resilient ecosystem for all participants.

## 5.2. \$mX Tokens

\$mX Token stands as the financial system within the Ecosystem, facilitating transactions, incentivizing participation, and unlocking other benefits. At the core of \$mX Token lies its liquidity pool. This Ethereum-based pool enables users to effortlessly purchase and sell \$mX Tokens at any time through a swift and efficient Swap Mechanism.

### How does it work:

- 5% of fees generated from transactions of mShards contribute to the \$mX Token liquidity pool.
- 5% of fees generated from transactions of Tribe Keys contribute to the \$mX Token liquidity pool.
- Users can purchase and sell \$mX Tokens anytime.
- \$mX Tokens will be used as the main financial system within EntertainM until the launch of \$m Token.

Buy:  $(1+B/T) * \text{balance}/\text{supply}$

Sell:  $(1-S/T) * \text{balance}/\text{supply}$

getPrice() formula

### Benefits:

- \$mX Token can be used to increase the farming multiplier of mPoints during 4clubs events.
- Users can purchase Cocktails from the mBar during live 4clubs events to receive additional mPoints.
- Users will use \$mX Token to create their own Tribes.
- Users will use \$mX Token to open certain services benefitting the Tribe.

### How to earn:

- Purchase it from the Liquidity Pool
- Earn it passively by Staking your mWatch NFT

# O6 Token of the Ecosystem

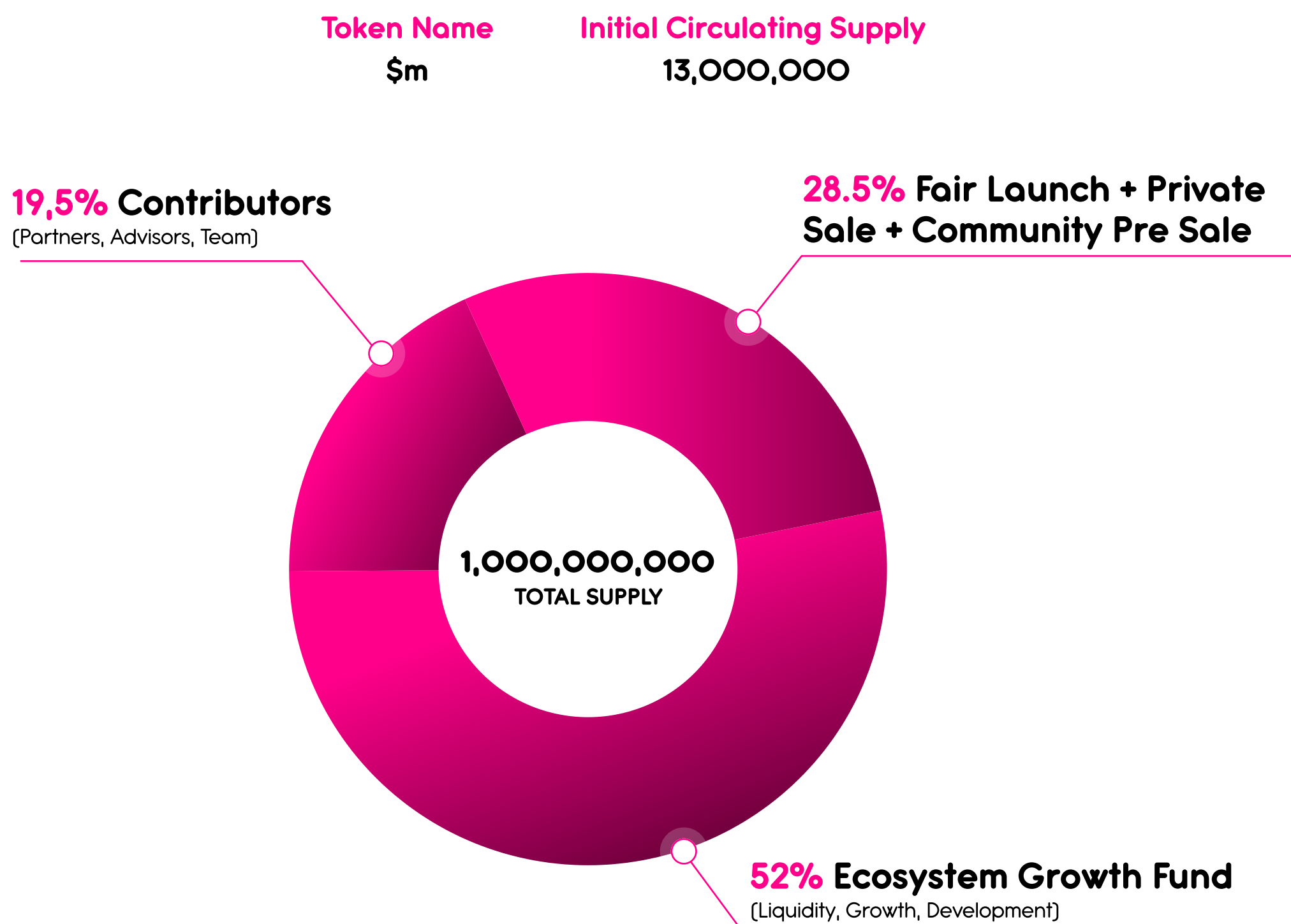
An "on-chain token" is a type of token that operates directly on the blockchain, independent of external systems or platforms. This inherent connection to the blockchain ensures transparency, security, and verifiability of token ownership and movements.

The implementation of on-chain tokens involves the use of smart contracts. Smart contracts are self-executing contracts with predefined rules and conditions encoded directly onto the blockchain. These contracts act as the governing mechanism for the on-chain tokens, dictating their behavior and functionalities. This includes specifying how tokens are created, transferred, and interacted with within the blockchain ecosystem.

The native token for EntertainM Ecosystem, \$m (the "Token"), is an on chain utility token that will be used within the Ecosystem in relation to the payment of several services from the Ecosystem and provision of utilities for its users/holders. Engineered for our scalable, next-gen dApps, the token flourishes through on-chain engagements, creating value for holders, contributors, developers, and users alike.

The issuing entity of the Token is M LABS TECHNOLOGIES SRL (the "Issuer"), a limited liability company incorporated and governed by Romanian law, with headquarters located in Bucharest, str. Argentina, no.25.

The Token is not backed by fiat or other physical assets which could be categorized as securities. The Tokens are not securities or other types of financial instruments. \$mToken holders will not have any kind of representation, property, rights, equity nor any kind of values in any of the Ecosystem's entities, the Issuer or any related companies or partners/collaborators.



## Category

## Unlocks

Fair Launch (mPoints)	10% at TGE, then 90% Linear every month over 15 months
4club stakers	Locked 3 months then Linear every month over 12 months
Private Sale 1 & 2	Locked 12 months, then Linear every month over 25 months
Community Pre-Sale	Locked 6 months, then Linear every month over 20 months
Staking of \$m Token	Locked 2 months, Algorithmic Unlock across 48 months
Liquidity	At TGE
Growth	Locked for 1 month, then Linear every month for 48 months
Development	Locked for 1 month, then Linear every month for 48 months
Partners	Locked for 10 months after TGE, then Linear every month over 35 months
Advisors	Locked for 10 months after TGE, then Linear every month over 32 months
Team	Locked for 12 months, then Linear every month for 36 months

\*Vesting Period

## A Deflationary Token:

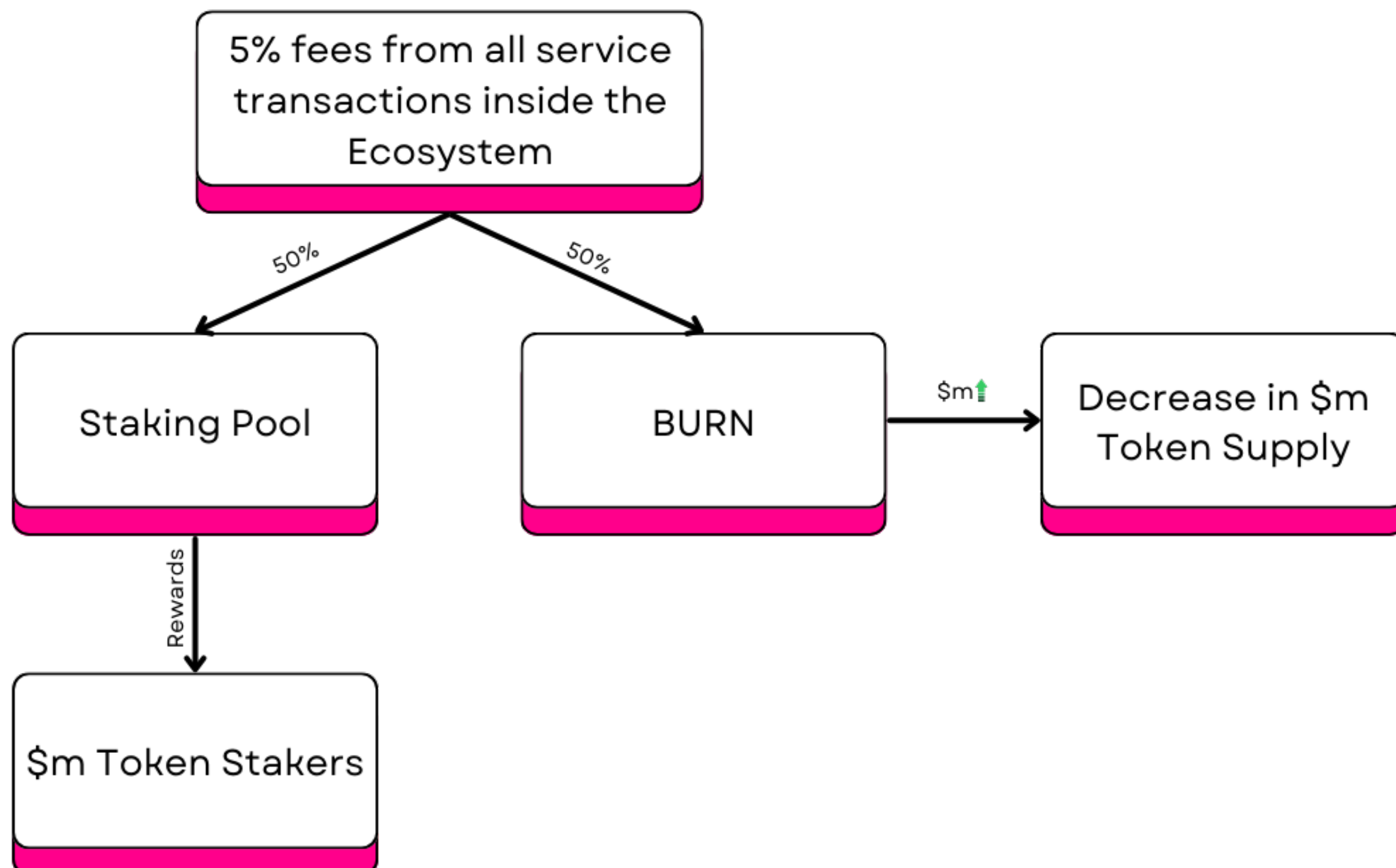
Our ecosystem's token, in contrast to conventional currencies susceptible to endless printing, boasts a capped supply. This inherent scarcity not only safeguards against the devaluation commonly associated with inflation but also creates a powerful deflationary mechanism. As demand for our token increases and its utility within our Ecosystem grows, its scarcity ensures that each unit becomes increasingly valuable over time.

Besides that, 5% of all transaction volume carried out in \$m (fees) on our platform will go as follows:

- 50% will be directed towards the Staking Pool. This allocation aims to incentivize and reward participants who stake their tokens on our platform, contributing to the overall network security and stability.
- The remaining 50% of the transaction volume fees will be burned, effectively reducing the circulating supply of the token. This deflationary mechanism is designed to create scarcity over time, potentially increasing the value of the token and providing long-term benefits for token holders and the Ecosystem as a whole.

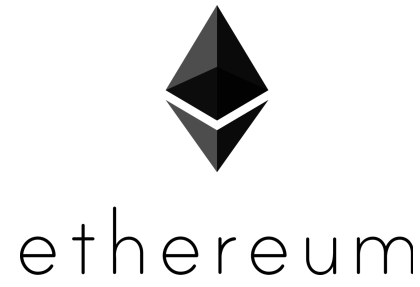


\*\$m Token Representation



## Utility & Governance:

- **Transactions:** \$m token facilitates transactions within the Ecosystem such as buying and selling digital assets and accessing diverse services offered within the Ecosystem.
- **Voting Rights:** \$m token grants holders the right to participate in the decision-making processes that shape the future direction of the EntertainM Ecosystem.
- **Gaming:** Certain gamified or bonus exclusive activities across the Ecosystem will cost \$m token.
- **Ads:** Ads inside the Metaverse or all across our platforms will cost \$m token.
- **Staking:** Holders of \$m have the possibility of staking their tokens, in order to receive more.



## 7.1. Unreal Engine

EntertainM is at the forefront of innovation, utilizing state-of-the-art game engine technology—specifically, Unreal Engine 5 for the Metaverse Concept. This cutting-edge engine is designed with massive scalable multiplayer capabilities and realistic graphics, positioning EntertainM to host over 2000 users concurrently in each session, ensuring a vibrant and dynamic experience for every event.

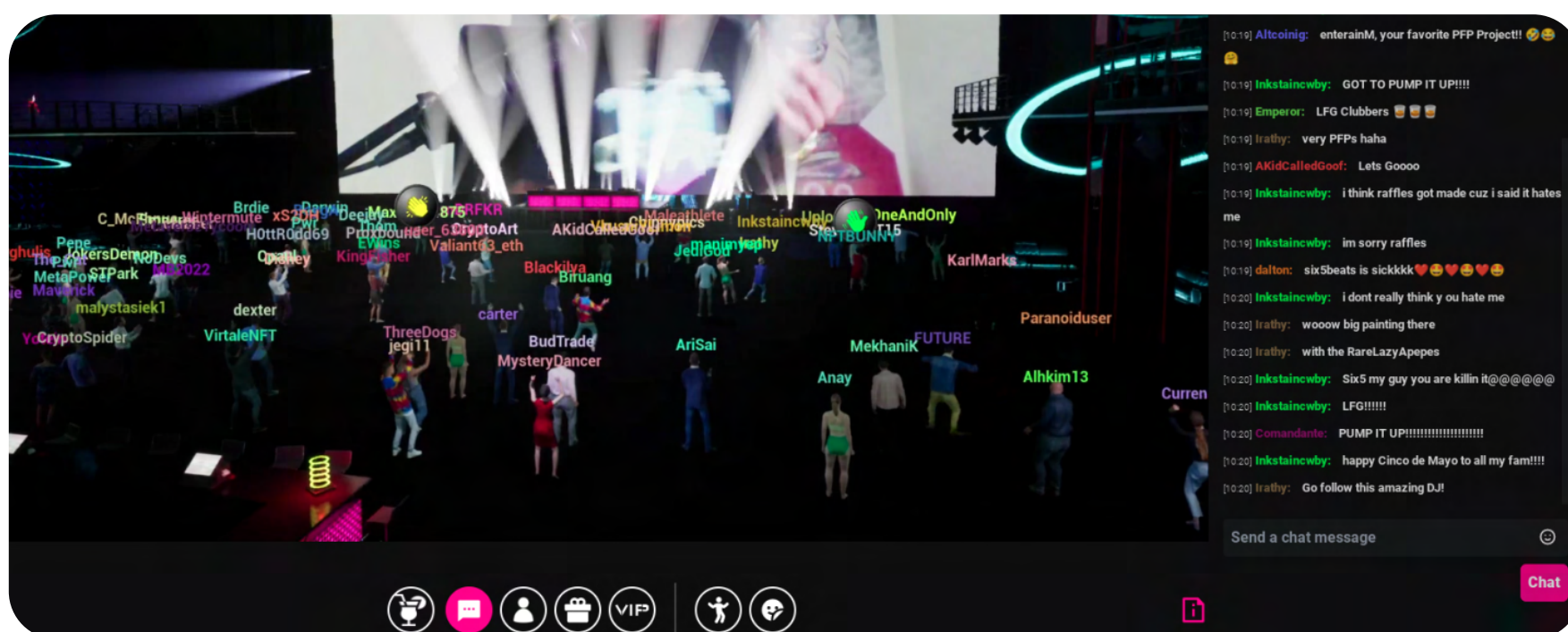
The cross-platform nature of EntertainM's interactive and playable virtual events is a hallmark of its accessibility, catering to users on desktop and mobile devices through web browsers.

## 7.2. Meta Control

Meta Control, a cutting-edge feature conceived and developed by EntertainM, represents a significant stride in enhancing the interaction between content creators and their audiences during our events. This groundbreaking tool is meticulously designed to enhance the overall user experience, ensuring that participants enjoy an elevated and immersive engagement during events hosted within our ecosystem.

At its core, Meta Control functions as a conduit for users to transcend traditional interactions, allowing them to impart a deeper layer of expression and emotion to their virtual experiences. Through a simple command system, users can send emotes and actions to their avatars, creating a seamless connection between their real-world feelings and the virtual realm.

The goal is to elevate not just the event itself but the emotions and experiences of the users. Whether it's expressing joy through animated dances or conveying applause through emotes, Meta Control becomes the bridge that connects the user's emotional state with the actions of their avatars.



## 7.3. Full Control

At EntertainM, our commitment to providing an immersive and personalized experience reaches new heights during our exclusive 4clubs events, where users are granted full control over their avatars. This dynamic interaction adds an element of spontaneity and genuine connection to the 4clubs experience.

With full control, users can move their avatars effortlessly, exploring different areas of the virtual venues, mingling with other participants, and creating their own narrative within the events.

Full avatar control transforms 4clubs events into immersive shared experiences. Users are not merely spectators; they are active participants, shaping the ambiance, and contributing to the overall energy of the virtual space. This shared control dynamic fosters a sense of community and camaraderie.



\*Screenshot taken inside Ruby Club, while testing the full control feature.

# 08 Milestones Achieved

- Launched 2 hyper realistic clubs open for events, through the 4clubs project, which amassed in total 10k+ participants at weekly parties with 15+ different DJs & musicians.
- Hosted Mega Joint Parties in Ruby Club to enable networking among 100+ crypto projects' communities, amassing over 2000 users.
- Launched the BEYOND Concept that is meant to enable networking amongst various communities through unseen before type of events. Through this concept, we hosted the first virtual concert in collaboration with Azuki members and featuring their musicians in a new and fresh hyper realistic environment designed to resemble Ancient Japan, amassing 700 people in 3 hours.
- Through the BEYOND Concept, we also recreated the stage of Europe's biggest beach festival -Neversea- inside a hyper realistic island environment and hosted a party with their NFT community and other prominent Romanian NFT Communities such as NFT Bucharest conference's community.
- We worked with top designers to create in total 5 hyper realistic venues for entertainment purposes enabled by Unreal Engine 5 to achieve the highest quality possible; and over 15 exclusive outfits that avatars can wear during the events.
- Soldout a DJ Collection of 500 NFTs for our resident DJ and a 6969 Cocktail Collection with its own system (mBar) meant to incentivize the holders and reward them.
- Partnered with KlubList to hold a special DJ contest and let their finalists perform in our virtual clubs throughout the Summer of 2023.
- Launched our PWA APP in October 2023 with all the features available on website available on mobile as well for both Android users and IOS users.
- Reached 60k+ users registered on our website, 3k+ logging in daily with 500,000+ daily mBoxes opened since launch!
- Launched Meta Control, technology created and developed by us to let users directly spawn their avatars in the virtual environment at events, in browser, while maintaining the hyper realistic graphics, and send commands directly to their avatars to execute. For example, users sent the "clap" command and their avatars clapped.