

Using the blockchain technology and the polling system,  
changing the distribution of Japanese manga in the world

# MANGA ANIME TOKEN

WHITE PAPER Ver 8.3

# ■ Objective of the Project

To spread information of Japanese original manga contents and writers around our first target, the Chinese market, by using the Weibo, and have a popularity contest once the scenarios and the characters are made.

Prior to making investment in a work, we measure the number of followers and popularity, and make manga / anime of those that have the top popularity, thereby efficiently creating Japanese popular writers and manga from China. This shall increase the probability of success of anime, games, and goods and build a new distribution model of Japanese manga in China.

From China to Asia, and from Asia to the world.



## ■ Project Outline

Changing the distributing model of Japanese manga in the world ,  
using the block chain and the polling system

Setting the Chinese market  
as our first target

Creating manga and anime based on the  
characters and scenarios of those that have  
won a popularity contest among the  
“Japanese manga fans” in China who has  
bought Manganime tokens.



MANGANIME  
STORE

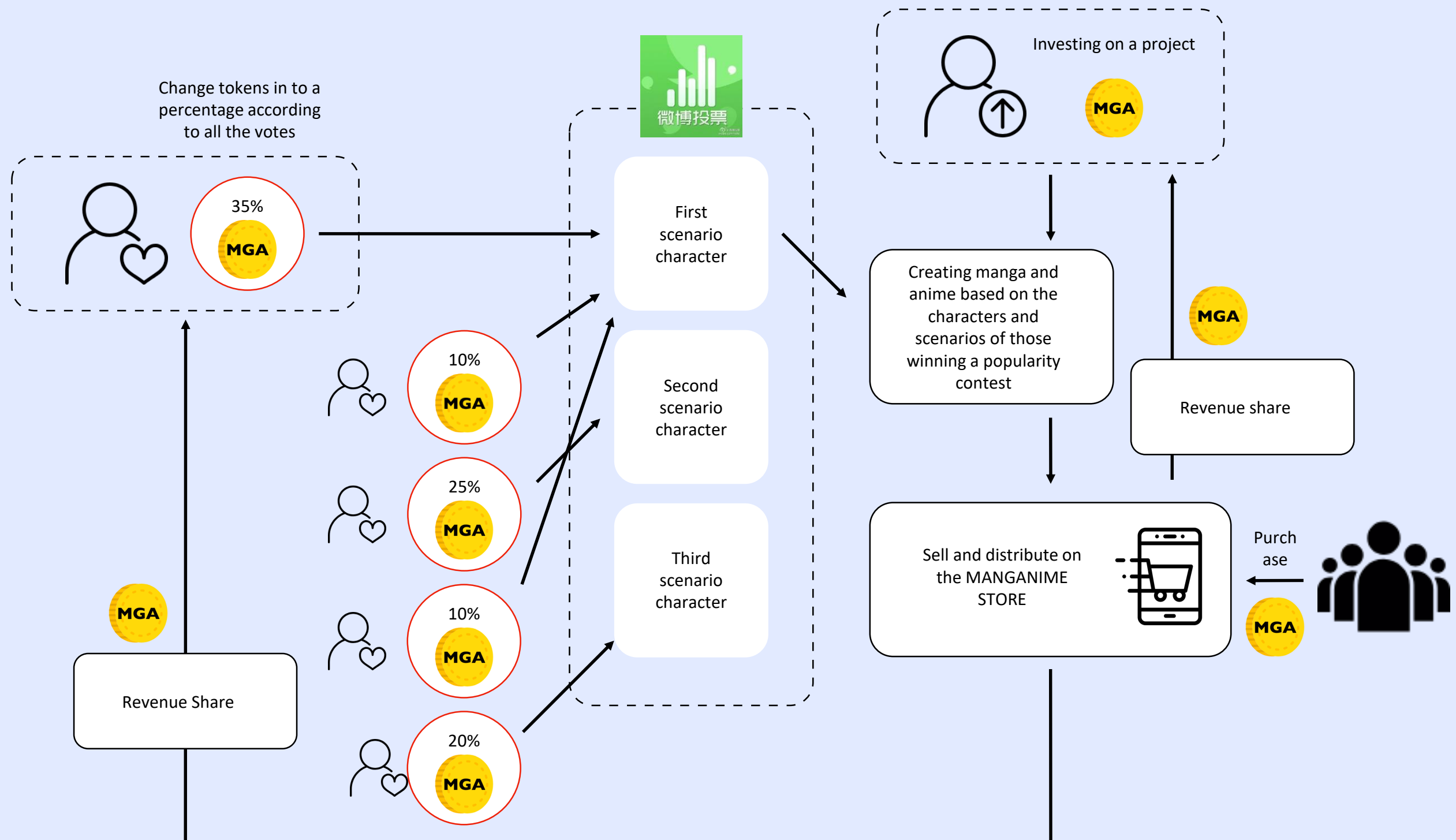
## ■ MANGANIME Token (MGA)

### Benefits for MANGANIME Token users



1. Purchase products and services on the MANGANIME STORE with a discount
2. Use tokens as a vote (Tippings) to writers and manga artists
3. Obtain a ballot equal to the tokens purchased
4. Get a discount on investments you make when investing to the production of the content.
5. Get a revenue share of the project when it is made in to a content

## ■ Changing the overseas distributing system of Japanese manga



## ■ Current Chinese market

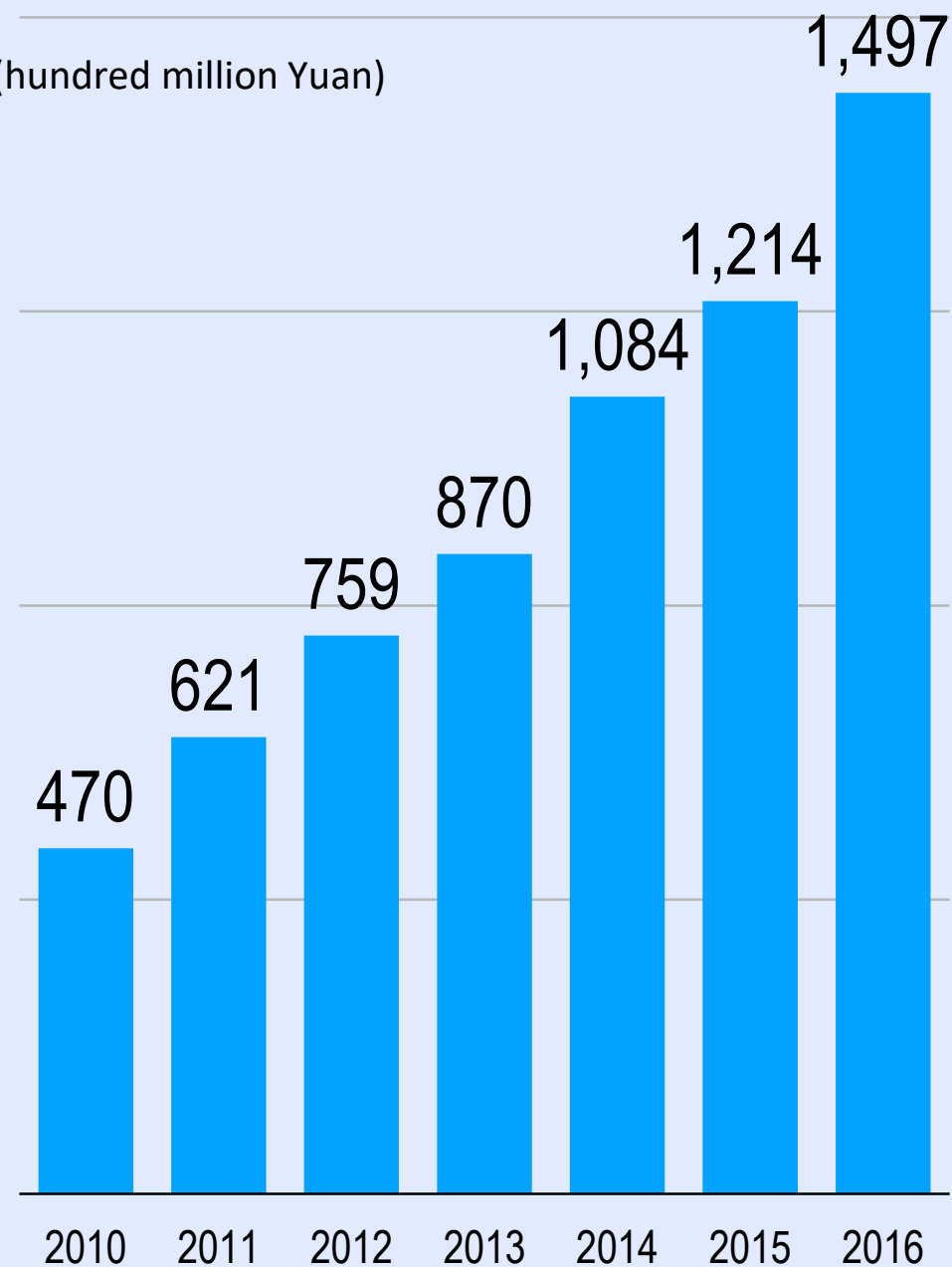


## ■ Market size of manga and anime (China)

Transfer of industrial value of manga

and anime in China

(hundred million Yuan)



Broadcasting of new Japanese anime is moving its platform from TV to internet streaming sites



Source : Jetro 2018

## ■ The world largest manga anime market - China

Anime in China has long been an entertainment for kids, but now there are animes being an entertainment for teenagers by including otaku elements, and has established its presence as one of a genre.

Anime broadcasting has moved its stage from television to internet streaming sites, and with the increasing pace of streaming, it is making more presence as a merchandise for the young. Moreover, investments from industries aiming for a business success have increased, stimulating the movement to create anime with good value. Each streaming sites starting to stream in advance for paid members, or streaming for paid members only, the environment of watching anime are changing dramatically.

Chinese anime made for not only the otaku layer but for the general, there is always a bigger market than that of Japan. Until present, Japanese anime has only managed to sneak in to a crevice of the Chinese market. In China, with population so big, though we say a crevice, the number of viewers are greater than that of Japan by digits. There is a chance of new development on a Chinese anime business in the worlds largest Chinese market.



## ■ Characteristics of manga/anime contents in China

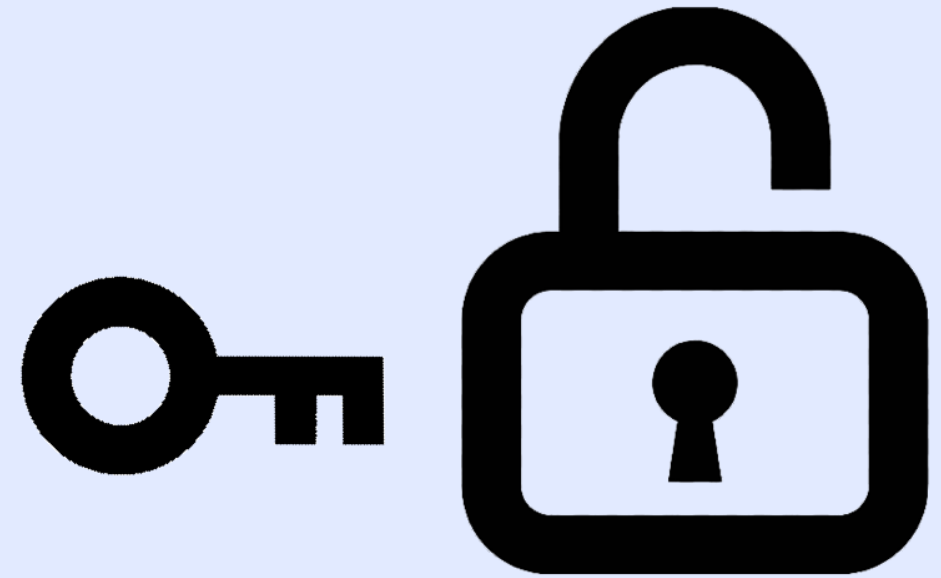
Although anime are not capable of being a main content compared to drama or a live action film, some amount of new anime are offered regularly, and make fans excited every season. That produces the demand for anime. Because there are sensitive issues like political, historical, and religious issues in China, Japanese anime not being related to those problems became popular and gained somewhat of a status.

## ■ Secondary Expansion of Manga/Anime contents

As of now the Chinese side buys only the broadcasting rights from the Japanese side, but they fully utilize the broadcasting rights of anime and connect them to business.

In Japan, expanding original contents into manga, anime, games, and goods are typical. However, in china, once the streaming of an anime series is over, the heat seems to cool down rapidly, and the fans tend to move on to another anime.

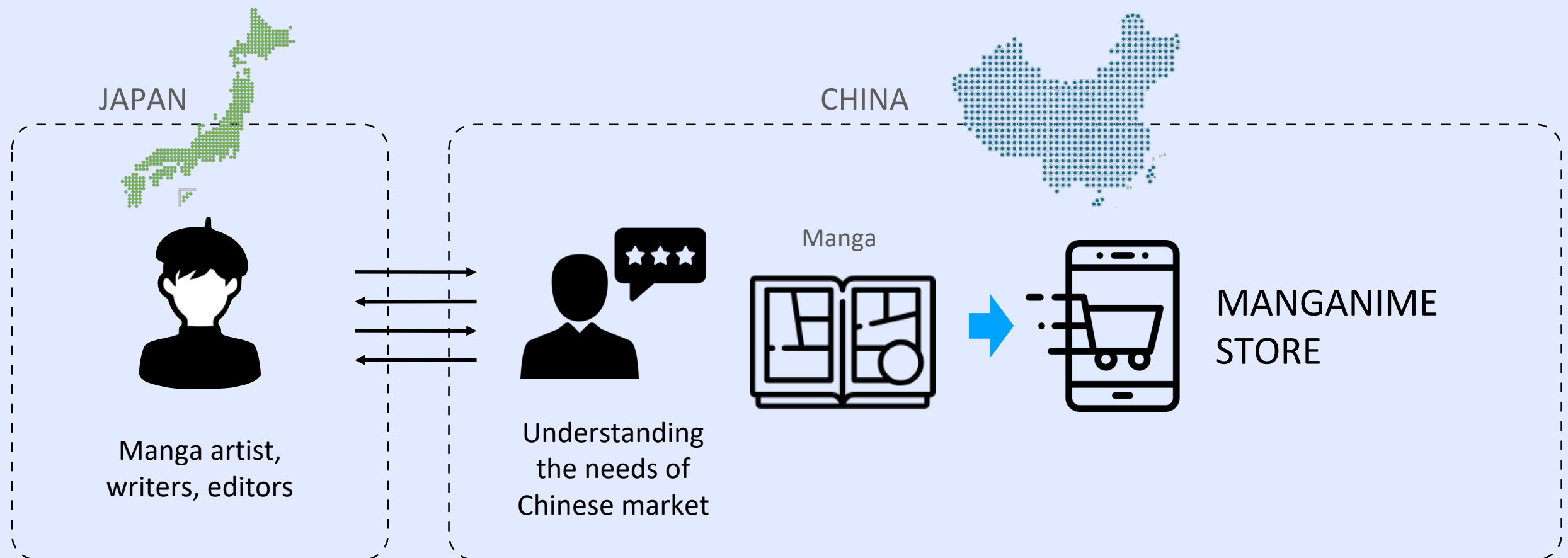
## ■Solution



## ■ To Succeed in China

So far, although relationships between China are constructed by selling copyrights to the Chinese internet platform, and having Chinese industries in a production committee, the structure was only streaming animes which are created for Japan.

Drawing up a overall plan adding the demands from the Chinese side about casting, with the Japanese production team in charge of producing, directing the whole together, and thinking of a team to stream on our original contents store and leading Chinese internet platforms.



## ■ Marketing in China

Providing a marketing service for Japanese industries wishing to expand a Chinese market

- 1.Integrated and adjusted research
- 2.Product/Price
- 3.Promotion
- 4.Distribution
- 5.Activities relating customer and environment



# ■ Total contents provider of manga and anime

## 1. Integrating platform of manga and anime

While expanding on existing streaming services, we are launching 'MANGANIME STORE" and "MANGANIME SOCIAL NETWORK" an integrating platform which deals in movies, games and goods.

## 2. Total produce beyond Manga

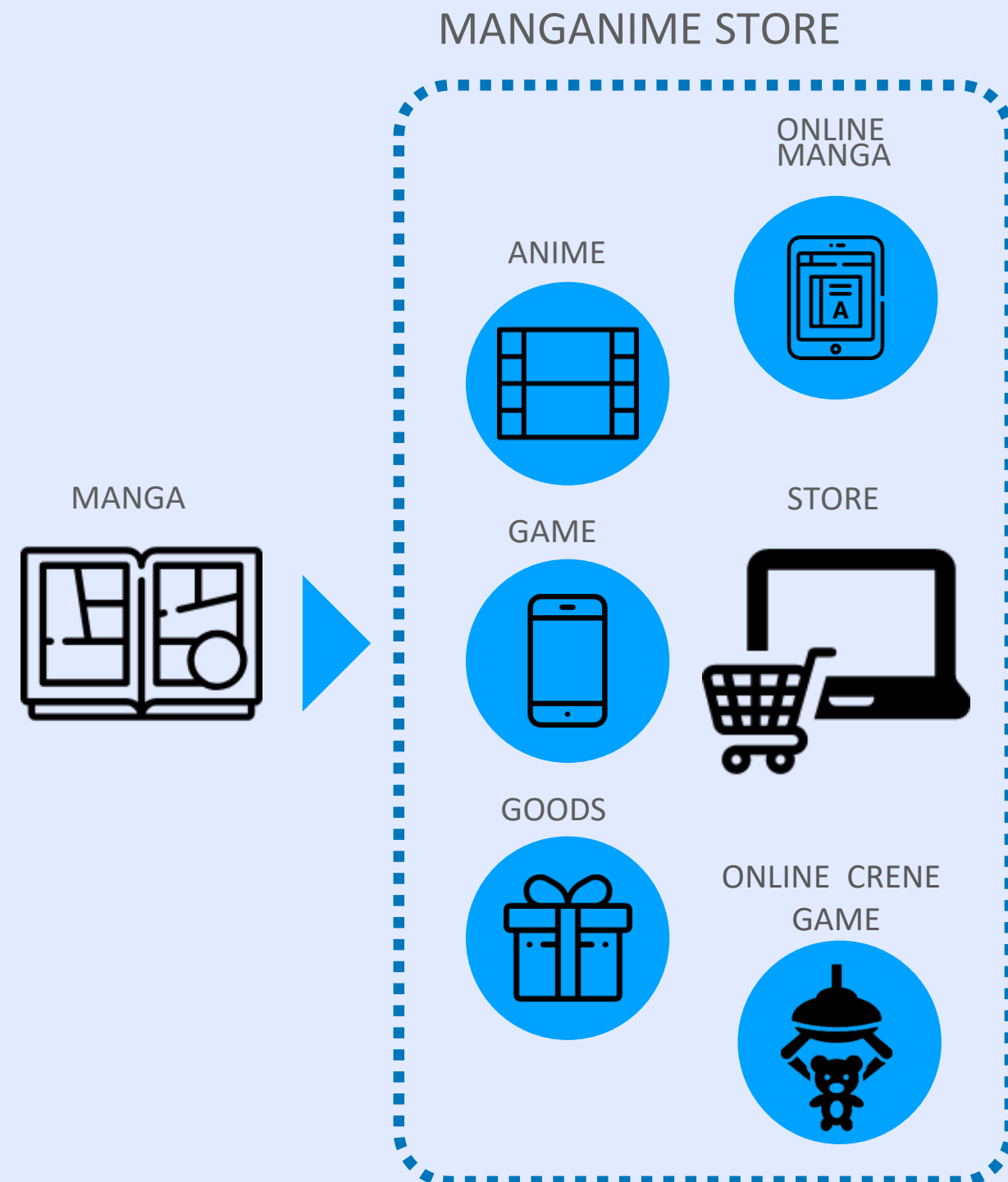
With the manga artists and editors we will produce not only making mangas and animes but also making them into games and goods.

## 3. Administration of the online crane game

We will acquire the rights for creating our original animation goods that tailored to the needs of users in overseas, and will carry out special product development only for our own company that unrivaled in the industry.

## 4. Making manga into online digital books

Digitalizing manga and adding Chinese translation in order to expand in China.

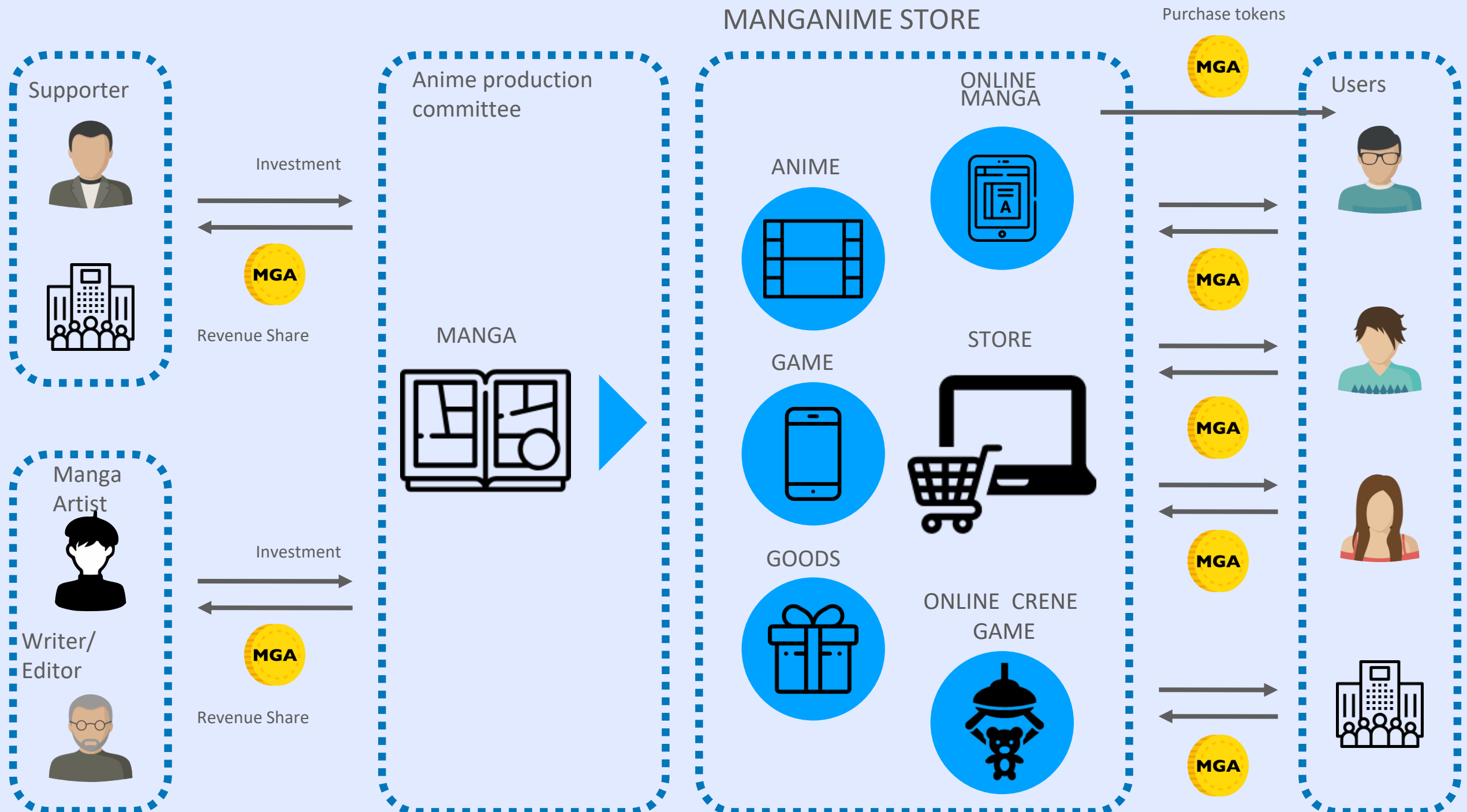


# 1-1. Integrating manga/anime platform

## “MANGANIME STORE”

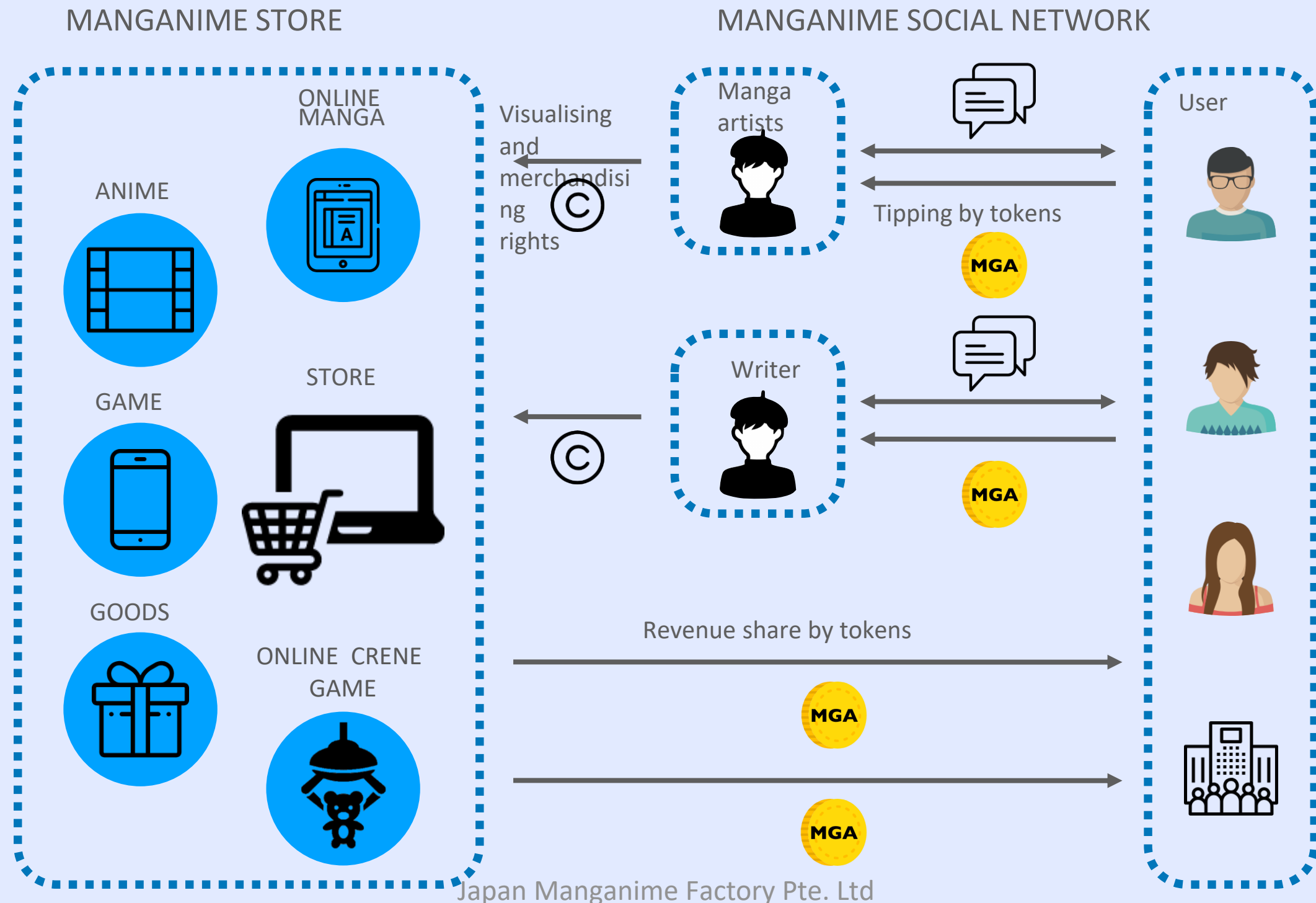
MANGANIME STORE is an integrated platform which deals in movies, games and various original contents based on mangas.

When making an anime, we gather investments from supporters, and give revenue shares of the profit made to them just like the manga artists, writers, and editors.



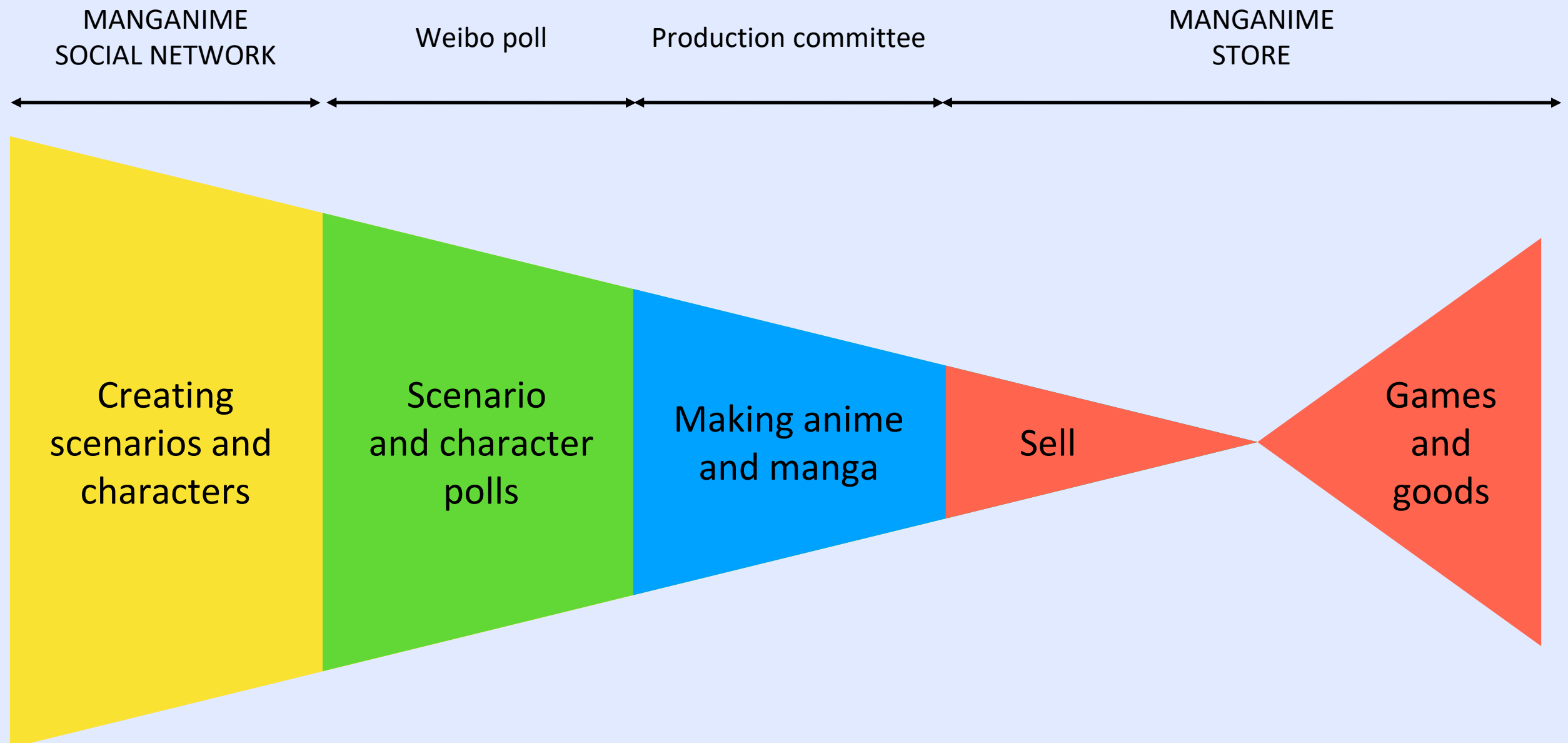
## 1-2. MANGANIME SOCIAL NETWORK

MANGANIME SOCIAL NETWORK is an SNS type of platform which connects the users with manga artist and writers by tokens. Users are able to send opinions or their requests to those writers or manga artists who have approved communicating with the users. In an online meeting room given to each manga artist or writer called “the room”, you can submit requests of production and ideas on story developments. Tipping by tokens and obtaining revenue shares of the profit made on the MANGANIME STORE of the work are also available.



## 2-1. Total production beyond manga

Catching the users from the point of making scenario and characters, we will make anime from those that wins the poll. From that we will sell them on our own platform, and produce games and goods that fit their own worldview.





## 2-2. Total production beyond manga

Expanding the mangas which have only been mangas to animes, games, and goods. Utilizing the block chain, we will manage the each rights of the right owners with a smart contract. Users will use the tokens to watch anime play games and purchase goods.

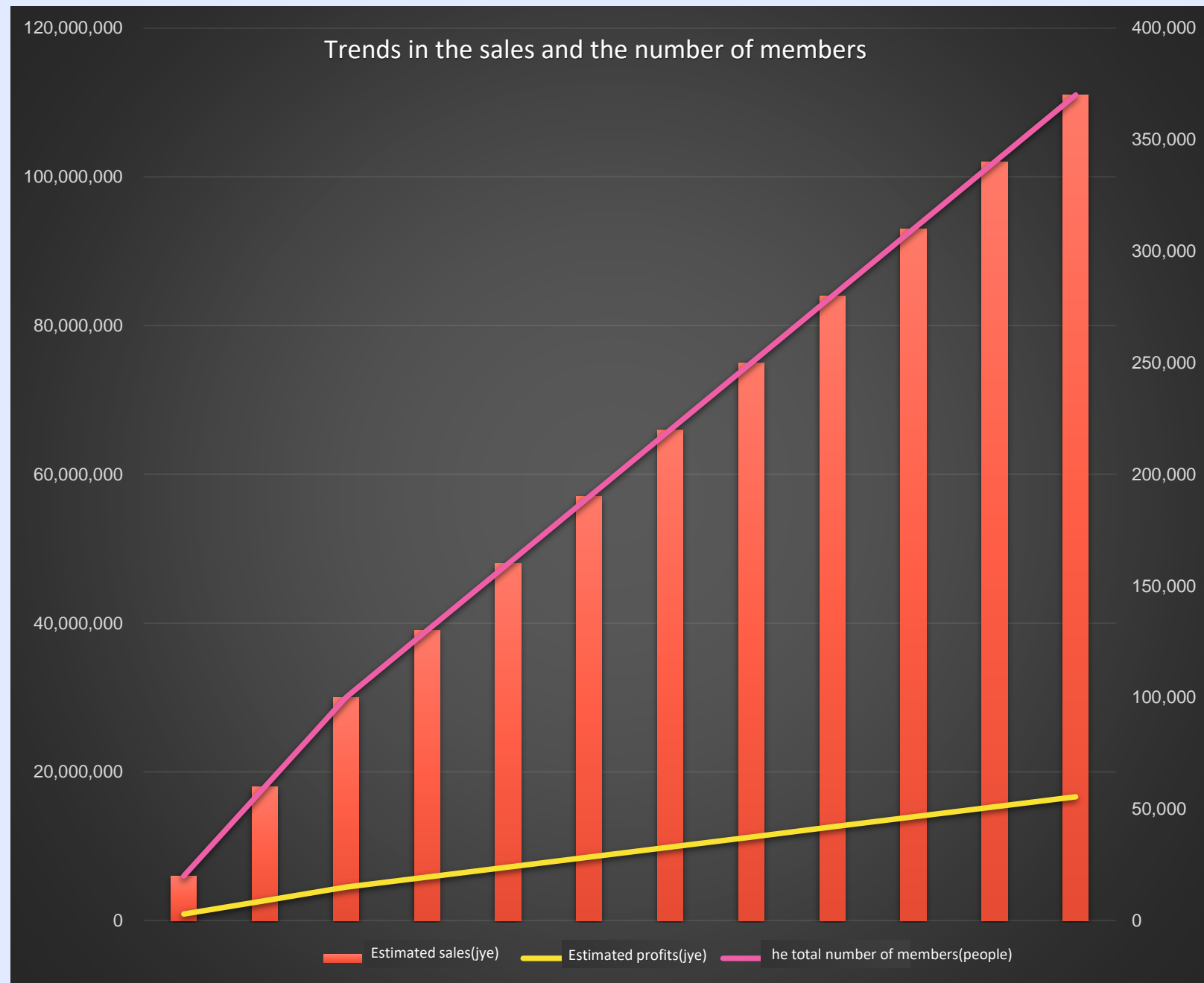


### 3. Online crane game development with our original goods .



- ①An online crane game that allows customers to enjoy real crane games remotely from smartphones or PCs anytime and anywhere.
- ②Acquired prizes are shipped once a week, and shipping fee is free.
- ③Create our original animation goods that differentiated from other stores, and will carry out our own unique development.
- ④Accelerate consumption of tokens by using MANGANIME token (MGA).
- ⑤Invite introduced products by voting in weibo, proactively advertise to users in China and acquire new customers.

### 3. Trends in the number of members of online crane games.



上記は既存運営店舗データをベースに算出しており、微博アンケートなどで中国市場へ宣伝が出来る事を考慮すると更なる好転が見込める。

## 4. Online digitalizing of mangas

Digitalize Japanese mangas, translate them into Chinese, and distribute them only on our original platform but also on Chinese platforms.

### Youyaoqi Manga



Youyaoqi is China's leading original manga website. It has over 60% of the Chinese market share, copyright of 8000 mangas, 6 million subscribers, and users per month are from 20 million to 30 million.



## ■ Road Map



# ■ ICO ROADMAP

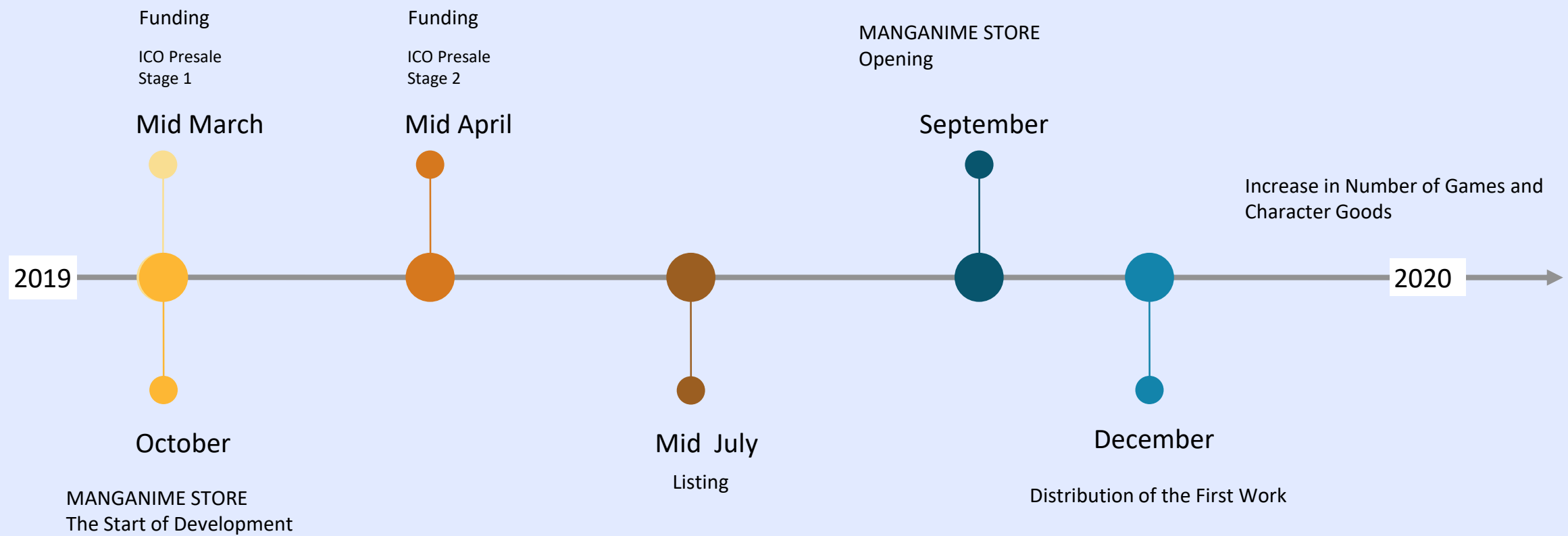
## About Token

Token Name	MGA
Market Value	1 MGA = 0.00001 BTC
The Total Amount of Issuance	1,000,000,000 MGA
Allocation to Market Trading	40%
Unsold Token	Burn

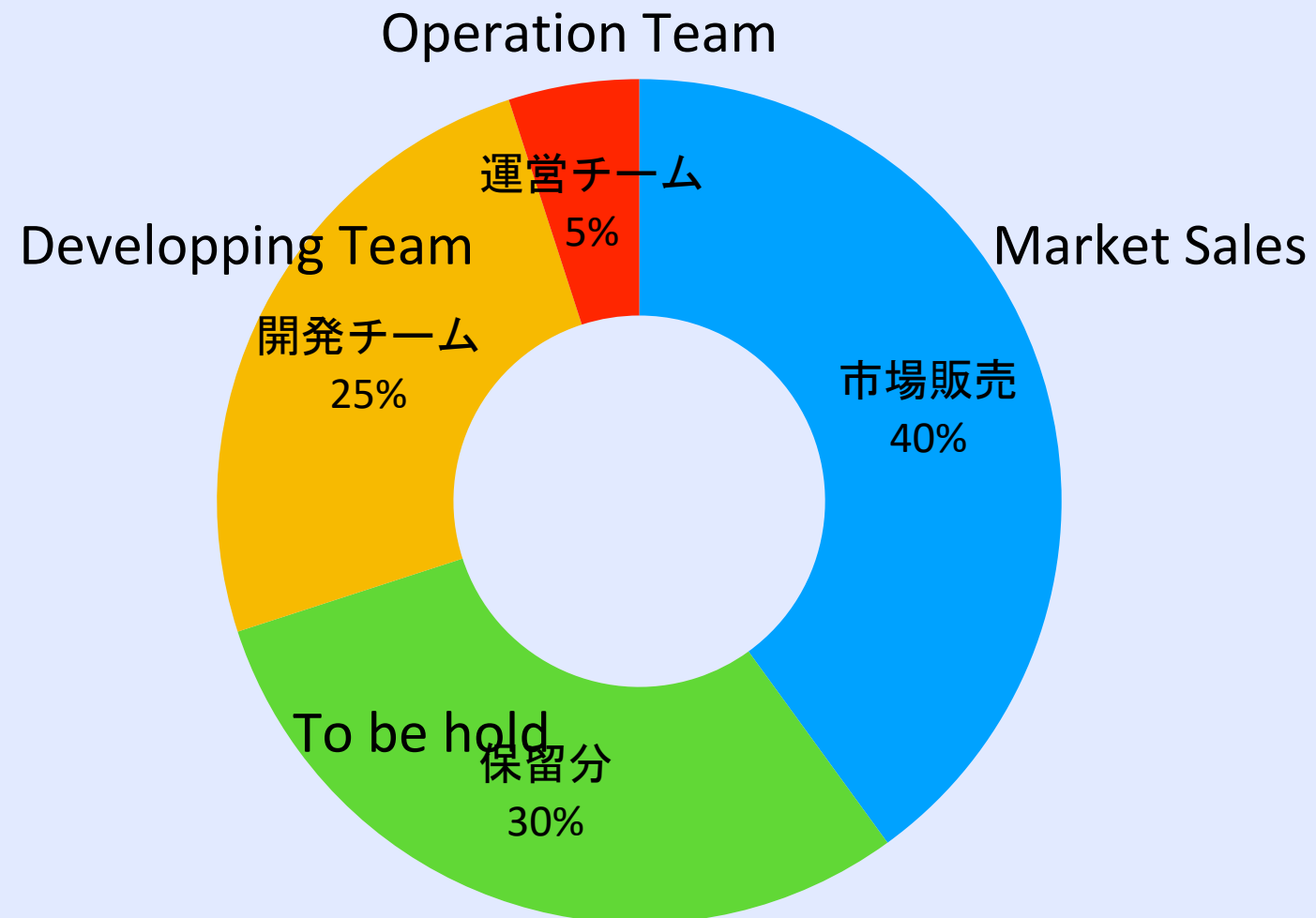
## Family Sale and ICO Presale

	Family Sale		Stage1	Stage2
Condition	Holders who have more than 10,000 MGA	ICO Schedule	2019/3/20 - 4/19	2019/4/20 - 5/19
Bonus	+ 10%	Bonus	Notification on the websites	←

## ■ PROJECT ROADMAP

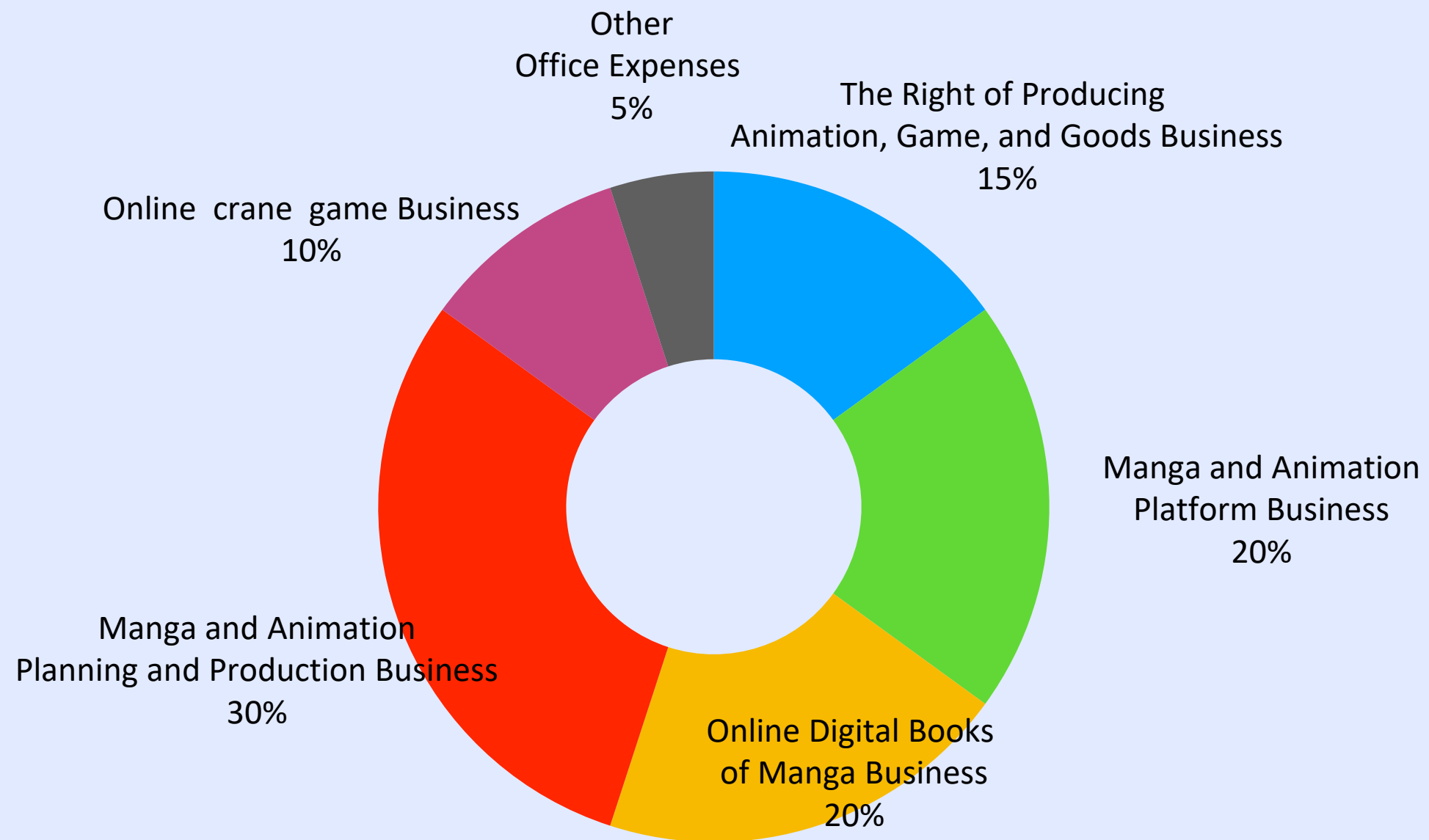


## ■ Allocation of Token





## ■ Allocation of Proceeds



## ■ TEAM MEMBERS



## ■ Introduction of our team -1



**Emi NAKASUJI**  
President

Nakasuji worked as a Manager who controlled and instructed assistants of a wide variety of skills in KONAMI Holdings corporation, one of the major game manufactures. She involved in sales of a number of successful games at Konami, then independently started a new business to expand her personal activities. She currently manages a company which operates import, manufacturing, and sale, and controls amusement. She is also involved in a well-known online crane game company and working for advancing into overseas markets.



**Setsuko NAOE**  
Director

Naoe graduated from Department of Art and Design at Joshibi College of Art and Design. She engaged in editing and designing many fashion and manga magazines as a freelance, after she left Shueisha, Inc. Since 1994, she used her skills as a division manager in Universal Studios Consumer Products Japan, and as a representative director in Marvel Entertainment Japan until 2002. She is currently active utilizing her personal connection and achievements as a representative director of NS International Corporation.



**Tsuguo TAKAHASHI**  
Adviser

After entering Mitsubishi Corporation, Takahashi started his independent business in 1993. In 2000, he participated in MTI Ltd. that had been listed on the Nasdaq exchange. He launched a music distribution site “music.jp” and played the role of an engine for moving up from Nasdaq to the first section of Tokyo stock exchange. He led the big music site to become the leader in the distribution industry

## ■ Introduction of our team -2



**Shigekazu Sakurai**

Adviser

After graduating at Osaka University of Arts, Sakurai involved in the design and direction of the graphical user interface (GUI), movie, and promotion, etc.

After he served as the representative director at several companies, he currently exercises his skills at Ultra Teens Fes Corporation as a member of management team.

He is also a president at Voice Bahn Japan, Inc. and a director of several venture companies.



**Jason Lam**

Adviser

Mr.Lam has various experience in business filed such as strategic planning, relationship management, business development, financing and investment.

Based on those many years of strategic experience and his knowledge, he started Principal Strategic Pte Ltd, a management consultancy headquartered in Singapore.

Mr.Lam is currently working on a number of block-chain projects as the Chief Strategist at Principal Strategic Pte Ltd, and also he is as a Strategic Adviser for a few block-chain project well.



**HONG QI YU**

Adviser

As a founder of Tokneize, He combined the best of both filed between crypto currencies and his specialty since he has seen the rise of crypto currencies by the conception of Bitcoin.

He leads the company and the tech team in developing a robust, secure and user-friendly platform and he has 4 years of professional IT experience in cybersecurity, system and solution engineering.

He was a pioneer full stack developer at Bambu-a Series A FinTech start-up.

He has 4 years in trading and management investment portfolio across FOREX, equities and digital currency.