Otherworld (OWN)
Whitepaper
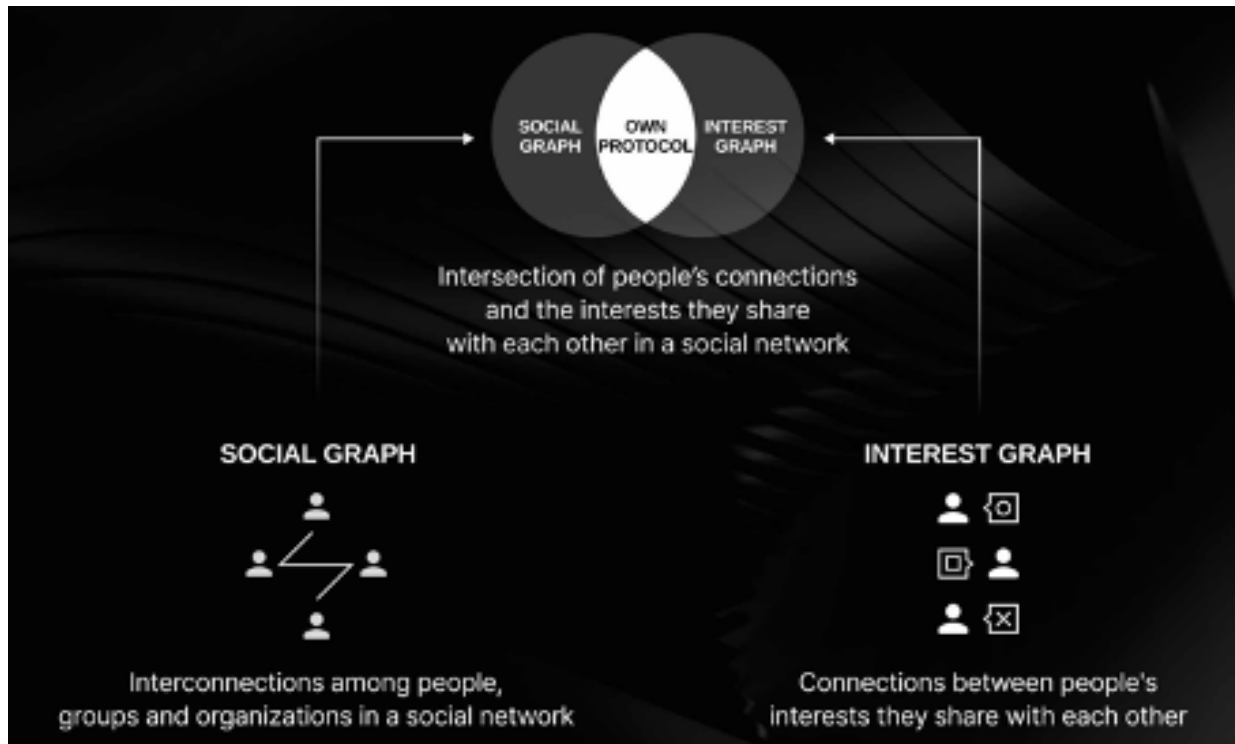
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1. Overview

Introduction

"Otherworld, where your interests become your identity"

Our vision for Otherworld is to create a new Web3 social protocol that is a combination of a Social Graph and an Interest Graph. We want to create a platform where our users' digital identity is shaped by the content and IPs that they consume and enjoy, and through these shared interests they form meaningful social connections.

Otherworld is an IP and content-powered social ecosystem powered by the OWN Protocol, a decentralized social graph and framework for Web3 social applications. The OWN protocol supports features that are common and familiar in existing major social applications, so that users can easily onboard and start enjoying the benefits of decentralized social and digital asset ownership.

Otherworld owns IP usage rights for numerous blue chip entertainment IPs, including Solo Leveling, Tomb Raider King, and more. Otherworld is also backed by a major Korean entertainment company, and has access to an extensive repository of Kpop content.

Using these IPs, Otherworld intends on developing a decentralized content universe.

Background

Current Landscape

Big Tech and centralized social networks hold significant influence over our digital lives, and have long been criticized for their market control and questionable practices.

One of the most pressing issues is the relentless extraction of value from users. Whether through imposing high take rates on transactions or appropriating user-generated content, these platforms consistently prioritize profit over user interests. This practice not only undermines the user experience but also reinforces the power imbalance between platform owners and users.

Furthermore, the centralized structure of these platforms compounds the problem by consolidating decision-making power among a small group of individuals. This lack of decentralization not only stifles competition and innovation but also exposes users to various risks, including arbitrary content moderation, censorship, propaganda, and more.

Data privacy is another key concern associated with centralized social networks. These platforms indiscriminately harvest user data, which not only fuels targeted advertising but also serves as fodder for training AI algorithms and predicting user behavior. The opacity surrounding data practices leaves users in the dark about how their personal information is being used and shared, further eroding trust and exacerbating the commodification of users.

Challenge & Opportunity

Decentralized social has emerged as a promising solution, sparking a frantic narrative within the crypto space. This can be witnessed in the rising popularity of platforms like Farcaster, Lens, and CyberConnect, along with other social applications such as FriendTech.

However, the core challenge these projects face is content. Most of the content on Web3 social platforms are catered towards a crypto-native audience and does not have much mass appeal.

With Otherworld, we aim to compete and disrupt this emerging new narrative by developing a social platform that provides all the benefits that blockchain technology offers in terms of data ownership, censorship resistance, and anonymity, as well as bootstrapping unique and engaging content using our extensive repository of IPs and content.

2. Otherworld

Overview

Otherworld is an IP and content-powered social ecosystem. Essentially, this means there are two critical parts to Otherworld – the decentralized social platform, and the in-house content.

Decentralized Social

Otherworld will be powered by its own social infrastructure platform, built on decentralized architecture to ensure data ownership, censorship resistance, and anonymity, to empower users with control over their digital identities.

On Otherworld, users will be able to engage in social interactions without fear of third-party interference or data exploitation. Furthermore, by combining content consumption with social interactions, Otherworld aims to offer a personalized and immersive user experience, where individuals' preferences and interests inform their digital presence.

This approach not only enhances user engagement but also fosters a vibrant community centered on shared interests and experiences, setting a new standard for decentralized social networking.

In-house Content

At the heart of Otherworld lies its rich tapestry of in-house content, curated from the illustrious worlds of Webtoon and Kpop IPs. This content serves as the lifeblood of the Otherworld ecosystem, captivating users with immersive storytelling and captivating visuals.

Leveraging its partnerships with renowned creators and entertainment entities, Otherworld crafts compelling narratives that resonate with diverse audiences worldwide. From gripping webcomics to dynamic music experiences, Otherworld's in-house content transcends traditional boundaries, offering users a unique blend of entertainment and community engagement.

By integrating this exclusive content into its decentralized social platform, Otherworld creates a holistic user experience that seamlessly intertwines social interaction with immersive storytelling, setting a new standard for content-powered social ecosystems.

The first of many in-house content is Solo Leveling: Unlimited, an interactive NFT collecting experience.

Core Concepts

The user experience of navigating around Otherworld's social ecosystem mirrors that of traditional social networks, making it familiar and easy for users to use. However, what sets Otherworld apart are its innovative Web3 features, which empower users with transparent and enhanced monetization opportunities, complete ownership over their data and content, as well as robust privacy controls.

To help users' swiftly and seamlessly onboard, below is a list of core concepts unique to Otherworld.

Account Types

On Otherworld, there are three types of accounts, depending on the specifications of the user.

Curator – Business accounts that deploy and distribute IPs and curated content on Otherworld
Creator – Users that meet specific criteria and create/distribute original content on Otherworld
User – Base users that interact and enjoy with social and curated content on Otherworld.

Among these accounts, only Curators and Creators will be able to monetize their content. Users will not be able to add token-gates or payment walls for their content. All social activity between users will be free.

OWN Space

The OWN Space can conceptually be understood as a users' profile and identity on Otherworld. It is where all the users' content, digital assets & collectibles, social data, and interests all come together.
All social operations and interactions on Otherworld will require having an OWN Space, regardless of account type.

Ownership over an OWN Space is in the form of an ERC-721 NFT with a token-bound smart contract account (ERC-6551). In other words, when users create an account on Otherworld, the protocol will automatically mint an ERC-721 OWN Space NFT, and ownership over this NFT gives the users control over all their content, digital assets, and social data.

The OWN Space NFT contains a record of all of the posts, archives, threads, and other content the user generates in the NFT metadata.
Post / Archive / Thread

Once users have their OWN Space, they will be able to perform various social actions, namely Post, Archive, and Thread.

Post is simply posting or uploading contents. These posts are saved directly to a users' OWN Space NFT metadata as ContentURI

Archive is similar in concept to reposting, in which a user can save a post in their personal archive for keepsake. These posts are saved in the OWN Space NFT metadata, it is not minting a digital collectible of a post.

Thread is leaving a comment on a post, which is saved in the commentor's OWN Space NFT metadata.

Commercial Post

Curators and Creators will be able to monetize their content on Otherworld via Commercial Posts. These are token-gated posts that require users to mint a digital collectible of the post to access.

This allows Curators and Creators to directly monetize their content or IPs, and users can pay them directly without a middle man taking a significant cut. Users will also be able to have more flexibility in what content they spend their money on, and from which curator or creator.

These payments will be executed in real-time and with full transparency, maximizing efficiency and minimizing third-parties extracting value.

Follow

On Otherworld, users' social connections are all captured as on-chain assets. This framework allows for user owned social graphs, since all their connections

When users follow other users, the protocol issues a sequentially numbered NFT that indicates the user is following another user.

When users follow Creators or Curators, the protocol issues an SBT with a built-in loyalty system to track fan engagement and reward fan activity.

Mint

One of the unique Web3 features that Otherworld provides to users is the ability to mint digital collectibles of specific posts.

Users can freely mint other users' posts without incurring any costs. Only Curators and Creators will be able to add payment gates to their posts which require minting for full access.
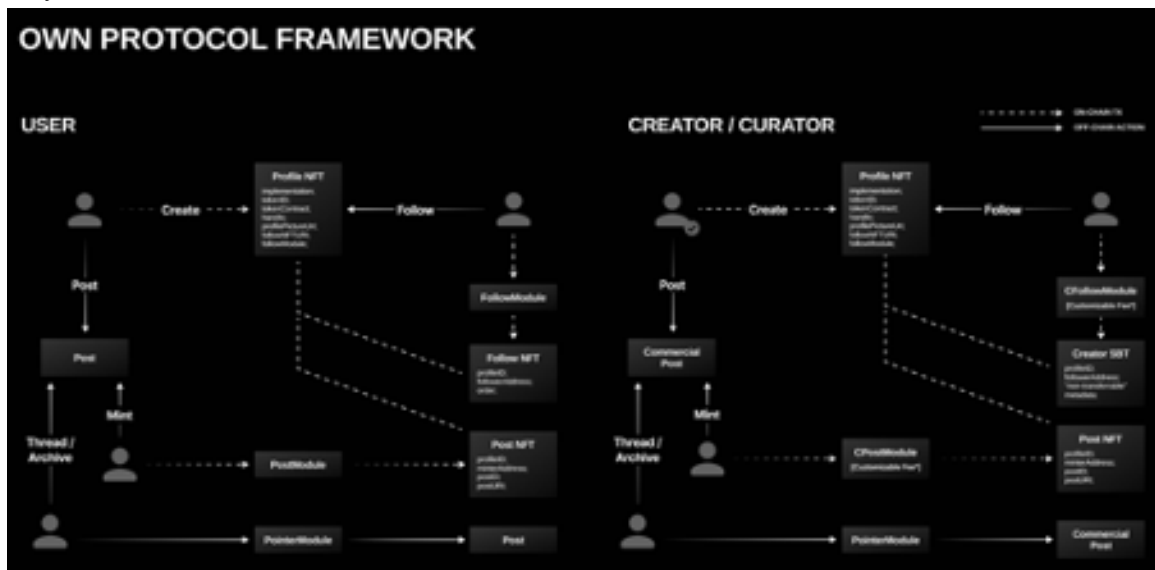
3. OWN Protocol

Architecture

The OWN Protocol is a Web3 social graph deployed on a dedicated subnet on the Avalanche blockchain. It is a modular social layer that facilitates data and content ownership, monetization, and transparency, designed to empower users and creators to have true ownership over their social network, content, and community.

The protocol is powered by a set of on-chain and off-chain components that seamlessly interact to provide the functions and features of Otherworld. Otherworld's on-chain contracts define and execute the rules and core logic of the OWN protocol, such as NFT and SBT minting, module interaction, token issuance, transaction mechanisms, incentive distribution, etc, meanwhile Otherworld's off-chain components power the storage and data exchange.

Below is a high-level systems architecture of Otherworld's smart contracts and modules to empower its social ecosystem.

For all participants, there is the Profile NFT contract which mints the OWN Space. This then connects to various modules that contain the execution logic for various on-chain and off-chain actions. These contracts and modules will empower the broader ecosystem to enable various service flows between our ecosystem participants.

Protocol Features

Otherworld inherits all the key infrastructure and tools from Avalanche, including its social bound accounts, gas abstraction solutions, and the robust fiat on-ramp solutions integrated into Avalanche.

Social Bound Accounts

Otherworld is equipped with wallets that can support customizable logic to add additional functionality for end users. These include;

- Seedless account creation and binding social & email login credentials
- Web2 UI to enable a more familiar and intuitive interface and user journey
- Account recovery
- Gas abstraction and custom gas fees via Paymasters

Simply put, users will be able to easily and conveniently sign-up and log-in to Otherworld with social or email login, and begin exploring Otherworld's ecosystem and applications without needing any prior crypto knowledge or expertise.

Gasless Transactions

To enhance user experience on Otherworld, the protocol will offer both gasless and signless transactions.

Gasless transactions will enable users to interact with various dapps and experiences on Otherworld without incurring any gas fees, as these fees will be covered by the Otherworld team. Signless transactions enable users to conduct transactions without needing to approve them through wallet signature modals.

The Otherworld team reserves the right to restructure gas sponsorship policies.

Fiat On-ramp

Otherworld integrates a robust fiat on-ramp solution, designed to provide a seamless and user-friendly gateway for new users entering the digital asset ecosystem.

Otherworld's fiat on-ramp supports multiple payment methods, including credit cards, bank transfers, and various digital wallets, ensuring a smooth and secure transaction process.
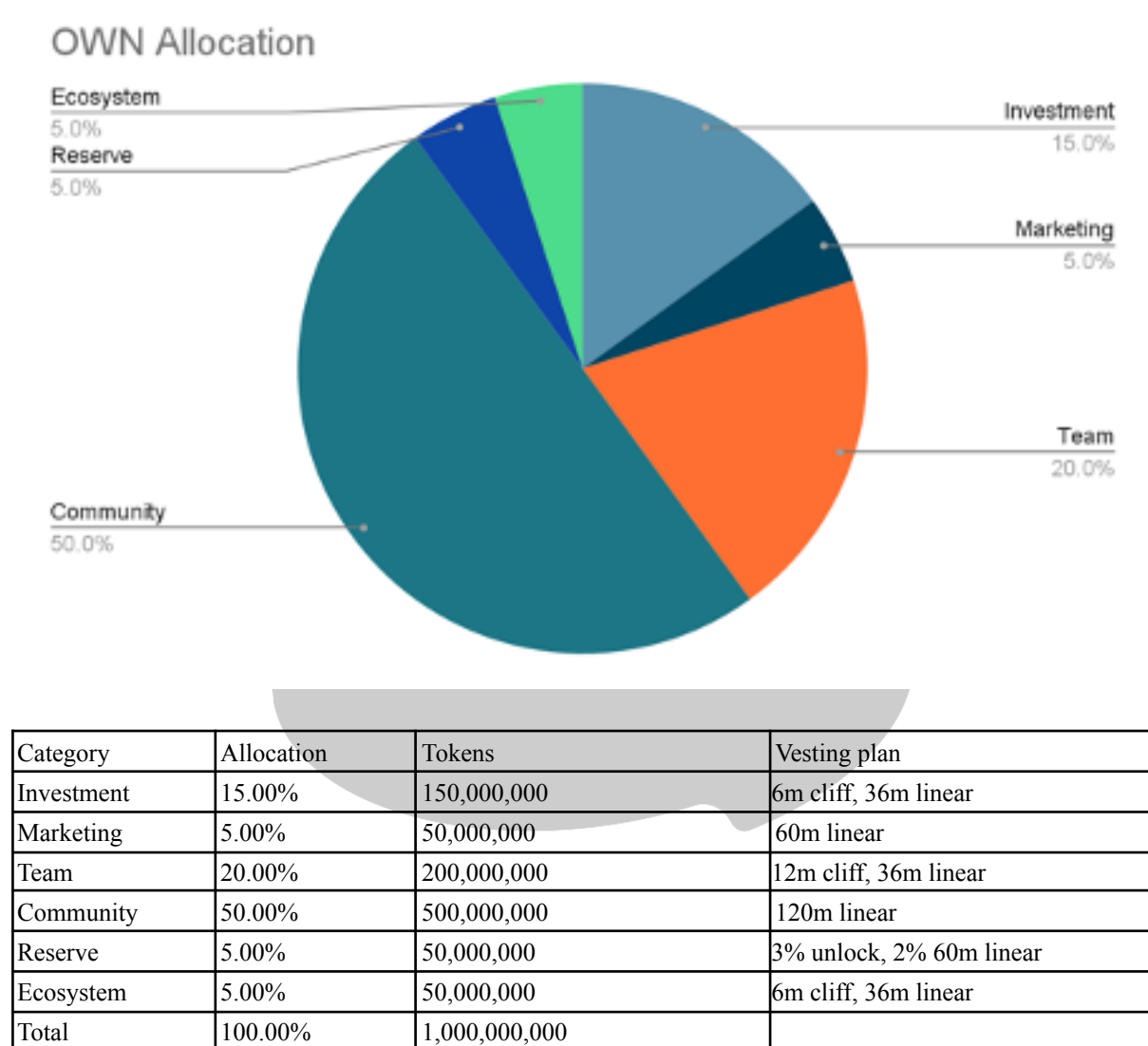
By integrating a fiat-to-crypto onramp, Otherworld makes it easier for new users to join, promoting wider adoption and engagement. Furthermore, it improves accessibility and ensures regulatory compliance, giving users a reliable and efficient way to participate in the Otherworld ecosystem.

4. Tokenomics

Utility

OWN is the native utility token of the Otherworld ecosystem, with various retail and commercial use cases in order to enhance the flow of value between ecosystem participants. This includes serving as incentive to bootstrap user activity and participation, staking, access to enterprise features and functions, and more.

Allocation & Vesting

Category	Allocation	Tokens	Vesting plan
Investment	15.00%	150,000,000	6m cliff, 36m linear
Marketing	5.00%	50,000,000	60m linear
Team	20.00%	200,000,000	12m cliff, 36m linear
Community	50.00%	500,000,000	120m linear
Reserve	5.00%	50,000,000	3% unlock, 2% 60m linear
Ecosystem	5.00%	50,000,000	6m cliff, 36m linear
Total	100.00%	1,000,000,000	

5. Otherworld Content

Solo Leveling: Unlimited

The first in-house content from Otherworld is Solo Leveling: Unlimited, an interactive NFT collecting experience developed around the Solo Leveling IP and universe.

Solo Leveling is a highly acclaimed and globally renowned Webtoon IP, with over 14.3 billion views worldwide, which has recently received an immense amount of interest after the Netflix show and upcoming mobile game.

Solo Leveling: Unlimited is a gamified system-based NFT project developed in-house by Otherworld. Users can collect, upgrade, and trade various character and monster NFTs from the Solo Leveling universe.

NFT Mechanics

Users can earn and/or purchase Gate Keys to open Dungeon Gates, each containing a random monster NFT. These monster NFTs are categorized into 9 tiers, mirroring the hierarchy in the webtoon: E, D, C, B, A, S, Shadow Monster B, A, and S.

Users can collect monster NFTs and upgrade them to higher tiers in order to increase their collection score. To upgrade from tiers E to S, users need two identical monster NFTs along with essence stones.

The upgrade process from tier E to S guarantees success, while progressing from S to Shadow Monster B, A, or S is subject to probability.

Additionally, users have the option to exchange their Monster NFTs for Essence Stones, essential crafting materials used in upgrading NFTs.

Seasonal Rewards

Solo Leveling: Unlimited will operate on a 3-month seasonal basis, and at the end of each season, top collectors will be rewarded with grand awards and prizes. Each season's NFT collection will be organized by edition, with new monsters and artwork introduced progressively each new season, aligning with the webtoon storyline.

Rewards range from exclusive NFTs, SBTs, token prizes, and more.