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1. About

Seeing overflowing creative brilliance and untapped potential the globe struggling to earn what they deserve led some sharp minds towards developing a create-to-earn platform having a dedicated DAO's Launchpad and NFT Marketplace, and this is how a brilliant team decided to create a platform named 'Minnapad'

We decided to step into a new era, where creators have the freedom of creating, owning, and selling their Intellectual Properties (IPs) that carry the distinct essence of Japanese influence. With the vast applications of Web3, we are willing to eliminate intermediaries such as institutional publishers, ensuring fair rewards and opportunities, particularly for Japanese IP creators.

Whether amateurs or professionals, Minnapad focuses on empowering creators irrespective of their levels. Apart from having all the authority of their IPs, creators can have access to the wisdom and experience of Japanese industry legends. With the help of these legends, amateur creators have the opportunity to get empowered with their skills and bring some fresh innovations and variety to the industry.

Minnapad is dedicated to transforming the methods used to assess and reward creators' contributions by offering improved opportunities and a fair, transparent system. Our platform focuses on supporting talented creators, providing them with essential tools and resources to succeed in the global market, and emphasizing the value of Japanese IP.

Minnapad is a platform that promotes diversity, collaboration, and fair rewards for creators, empowering emerging talents and offering the wisdom and experience of Japanese legends to showcase groundbreaking intellectual property. Minnapad is revolutionizing the entertainment industry and paving the way for the future of art, storytelling, and self-expression in this new era of democratized creativity.

2. Mission & Vision

2.1. Mission

Team Minnapad's key mission is to reward creators through the platform. With multiple features of the minting engine, launchpad, NFT marketplace, and DAO, Minnapad focuses on having digital assets as much as possible.

The mission behind launching Minnapad is normalizing decentralized earnings. Seeing the creators struggling for getting enough opportunities disappointed us. Minnapad focuses on generating more revenue streams with expecting some exceptional content on the platform. Also, the audience can be the fuel that drives a creator's passion and purpose.

2.2. Vision

Team Minnapad envisions being the next Disney of the Web3 space by contributing such content to the world that transcends borders and resonates with a global audience. We believe that the key to achieving this goal lies in fostering a community that values dedication, hard work, and respect for the art of creation.

Rather than reaching new heights, we just want to focus on creating the largest community of creators as well as an audience that contributes to a virtual world having plenty of creativity, and the platform doesn't fall short in having a variety of quality creations. Also, the constant support from the community may let the world witness Minnapad's independent token (\$MINNA).

3. Minnapad Overview

Minnapad is a Web3-based platform that connects interested buyers and creators for the purpose of monetization. Minnapad is designed to exhibit and sell NFTs (e.g. images, videos, DAO memberships, or detailed descriptions), games, comics, animes, and even physical products created by talented creators irrespective of their experiences. Web3 unlocks vast benefits like the creation of smart contracts, and the development of dApps and eliminates intermediaries to directly reward creators.


3.1 Problems

The modern creative world contains numerous obstacles that can hinder the success of artists and innovators. Creators also face challenges such as limited access to resources, lack of mentorship, and difficulty in displaying or managing their IPs, which can further hinder their success and growth.

We've seen several creators facing challenges of unsatisfactory copyright protection, which can have a profound impact on their ability to protect their intellectual property rights, retain ownership, and monetize their work in a fair and transparent manner. Unauthorized use or distribution or reproduction of these creations can lead to significant financial losses and reputational harm, underscoring the urgent need for robust copyright protections to safeguard their intellectual property.

The emergence of the gig economy and freelance work has created a plethora of challenges for creators, including financial and administrative burdens, and a constant need to secure new opportunities, all of which can make it difficult for them to manage their businesses effectively. Also, less adoption of Web3 technologies by creators can cause difficulties for creators.

The oversaturation of the gaming and NFT content market has created an intensely cutthroat environment that suppresses artistic expression, limits opportunities for creators to showcase their talents, and disheartens creators for struggling to make a substantial and enduring impact.



Creativity can be a vulnerable process, and without a foundation of trust, many creators may hesitate to fully commit to their ideas and projects. Without the assurance of fair treatment and reliable support, creators may struggle to build lasting and meaningful relationships in the industry.


Trust is a key ingredient for success in the creative industry, yet many creators are left grappling with uncertainties in their efforts. Factors like necessary support, validation, and legitimate opportunities instill confidence in creators regarding their work and the platform they choose to showcase their IP creations.

3.2 Solutions

There may be various solutions for countering these problems. Streamlining the entire process of IP distribution can help creators get an end-to-end solution from beginning to monetizing their IPs. Also, Minnapad collaborates with industry legends in Legend DAOs. Working alongside these legends may emerge creators with the help of an unmatched legacy of Japanese-influenced pop culture and IP.

Having a community that has immense support for creators is every creator's dream. Minnapad is a platform that lets creators' dreams come true with its plethora of learning, networking, and growing capabilities with complete control over their IPs. Also, Minnapad creators can have access to next-gen DAO tools for overall better organic traffic. They may be helpful to creators in launching high-reach campaigns.

Minnapad's decentralized blockchain technology enables an equitable system for letting creators enjoy equal opportunities, fair rewards, and a burgeoning ecosystem. Minnapad's exclusive advisory services and consultancy from legends, whether traditional or Web3 industries. Minnapad creators are always motivated for owning their assets, preparing them for long-term investments with the perks of open-source collaborations for original IP creations.



3.3 Target Audience

Though Minnapad is just a concept without its audience, this primarily contains game legends and comics, followed by the community, skillful builders, and of course fans.

Further, Minnapad targets creative entrepreneurs (popularly known as freelancers) and modern (as well as futuristic) content builders and creators such as developers, artists, graphic designers, producers, etc with boundless creativity (especially in the gig economy).

With due respect to the power of fans, Minnapad will also be focusing on the core fans of IP legends, followed by the Japanese content viewers of the Web3 space and the likes of Japanese pop-culture fans, gamers, consumers, and collectors

3.4. Products

Primarily, creators on Minnapad will have the freedom of creating IPs under the supervision of experienced legends eliminating the administration process and allowing creators to explore a vast marketplace and launch their campaigns on Minnapad.

Minnapad offers an innovative platform for showcasing create-to-earn DAOs, empowering users to create groundbreaking content infused with the wisdom of industry legends, enabling them to overtake competitors.

3.5. Revenue Streams

At the core of our business model is a commitment to producing and scaling exceptional content and intellectual property that resonates with our audience and sets us apart from the competition

Launching a pair of Legend DAOs per quarter is our vision, membership fees for these DAOs may generate a healthy part of Minnapad's revenue. Some other revenue streams consist of transaction fees charged by the platform, content revenue shares with respective DAOs, and IP licensing fees from merchandizing.

The generated revenue will be utilized for the development of the Minnapad platform, including expanding its features and functionality, improving user experience, and enhancing security. Additionally, a portion of the revenue will be allocated for maintaining strong relationships with our legends and fostering community building.

3.6. Legends

3.6.1. Keji Inafune (a.k.a. The Father of Mega Man)

Keji Infuane is a well-known Japanese video game producer and artist who started at CAPCOM as a producer and character artist of the Mega Man series. With the unique collection of IP, Infuane is willing to expand a new IP DAO with Minnapad, which is BEASTROID, probably the first Legend DAO on Minnapad.



Notable works/achievements

Project	Role
Mega Man Series	Character Artist/Producer
Onimusha series	Producer
DEAD RISING series	Producer
LOST PLANET series	Executive Producer

3.6.2. Seiichi Ishii (a.k.a. 3D Fighting Game Legend)

Seiichi Ishii is a popular Japanese game designer known for his contributions to the world of 3D fighting games. Ishii designed Virtua Franchises before moving on to NAMCO. With Brain Fighter, a newly developed project within the Seiichi Ishii DAO, Ishii will be breaking new ground in the fighting game genre.



Notable works/achievements

Project	Role
Virtua Fighter	Coordinator/Main Designer
Tekken 1,2	Director/Game Designer
Tobal No. 1,2	Director/Game Designer
Ehrgeiz	Director/Game Designer
The Bouncer	Director/Game Designer
Kakuto Chojin	Game Designer

3.6.3. Upcoming Legends

Get ready for the ultimate adventure with Minnapad's upcoming Legends! We are thrilled to announce that Minnapad's upcoming legends will feature creators from some of the most iconic franchises in gaming and anime history like Final Fantasy, Yu-Gi-Oh! Anime, GUILTY GEAR, Street Fighter, Ghosts 'n Goblins, Sonic, METAL SLUG, The Tower of Druaga, GAPLUS, Actraiser, WANGAN MIDNIGHT, and Ys. They will be involved in important aspects of Minnapad, from content creation and curation to community building and engagement.

4. Expansion

Primarily, Minnapad will bring an in-house \$MINNA token to the world, on which users can rely for purchasing creative NFTs.

B2B matching for IP licensing(like merchandising) platform

Then, Minnapad is planning to connect companies or individuals who own intellectual property (IP) rights with potential licensees or partners who are interested in using or commercializing those rights. This will make Minnapad able for various types of IP licensing (e.g. merchandizing).

Minnapad will allow companies to license their trademarks or other IP rights to manufacturers or distributors for the production and sale of branded merchandise. Minnapad's B2B matching platform can help to streamline the licensing process by providing a centralized platform for companies to discover and connect with potential partners, negotiate the terms of the license agreement, and execute the deal.

Furtherly, the platform can bring the characters from DAOs to the metaverse. By doing this, users can create a shared digital space where they can interact and collaborate with other members of the community. This platform can be used for a variety of activities, such as virtual meetings, events, and trade shows, where members of the DAOs can come together to discuss topics of mutual interest, showcase their projects, and collaborate on new initiatives.

The metaverse can also be utilized to facilitate social interactions and networking between members of the DAOs. A variety of revenue streams can be unlocked by utilizing the countless benefits of the metaverse. Briefly, Minnapad is going to be an effective tool for building and strengthening the decentralized community.

5. Backend Technology

Built on Web3, Minnapad's backend technology is a set of protocols and standards that enable the development of decentralized applications (DApps) on the blockchain. Unlike traditional web technologies, which rely on centralized servers and databases, Web3 is designed to support the creation of applications that are decentralized, transparent, and secure.

Mainly, Web3 enables the creation of smart contracts, which are self-executing programs that run on the blockchain. Smart contracts can be used to automate a wide range of processes, from financial transactions to supply chain management, and they are designed to be transparent, auditable, and tamper-proof.

By embracing the principles of Web3, we aim to create a more equitable landscape for creatives, by removing traditional intermediaries such as institutional publishers and empowering Japanese IP creators with greater opportunities and fairer rewards. With our Web3-based platform, creators will be able to directly connect with their audiences, bypassing the often restrictive and opaque processes of traditional publishing models.

Moreover, veteran creators who have not yet adopted Web3 technologies may face significant barriers to entry in this rapidly growing industry. As multiple enterprises are adopting Web3, the experience on Minnapad has some advancements over the platforms using older or inferior technologies

5.1. KYC & AML

Dreaming of having the largest community of decentralized assets on the platform, ensuring security is a must for us, our users, visitors, audience, and creators. Features like KYC and AML ensure the same for our community.

KYC refers to proving the existence of a community member. This will help us prevent fraud or any other illegal activities. It entails gathering and verifying a range of personal information from customers, including their name, address, and government-issued identification, and leveraging that data to establish their identity and assess their risk level.

Doing KYC while registering to the platform is mandatory for everyone who wants to access Minnapad. By completing KYC, users can have the peace of mind of knowing that their information is secure and that they are engaging with a community that values transparency and accountability.

The KYC process should include a risk assessment to identify customers who may pose a higher risk of fraud or money laundering. This can be done using a risk-scoring algorithm that takes into account factors such as the customer's country of residence, occupation, and source of funds.

Maintaining a strong KYC program is an ongoing process that requires constant monitoring and assessment. At Minnapad, we understand the importance of staying vigilant and proactive when it comes to detecting and preventing fraudulent activity, which is why we employ state-of-the-art AI-powered software to monitor customer behavior and assess real-time risk levels.

AML or Anti Money Laundering is a regulatory framework established to prevent financial crimes, including money laundering, terrorism financing, and other related offenses. AML regulations mandate financial institutions and regulated entities to implement measures to detect and prevent suspicious activities, such as large or unusual transactions, which may indicate money laundering or other illegal activities. These regulations also mandate businesses to conduct customer due diligence and report suspicious activities to relevant authorities.

KYC and AML are crucial in preventing the use of blockchain and cryptocurrency for illegal activities. Such platforms mandate KYC and AML checks to access their services, such as buying or selling assets, participating in launchpad, or utilizing other blockchain-based services.

5.2. Minting Engine

Minnapad offers a feature called Minting Engine that allows converting digital data into crypto or digital assets. Minnapad consists of a straightforward minting process with instructions cum tutorial and a friendly user interface.

However, we may include multiple membership tiers for minting. With the perks of smart contract integration, gas optimization, and marketplace integration, Minnapad's minting experience is going to be impressive. Let's take a look at them in brief.

Smart Contract Integration: The integration of the Legend smart contract marks a significant milestone for our platform, as it opens up new possibilities for our users. With this integration, we can now offer DAO memberships, DAO tokens, and other innovative features that enhance the user experience and increase engagement.

Gas Optimization: With the impressive gas optimization of the platform, it limits gas usage without affecting the performance or output of NFT minting. This helps in reducing transaction costs for Minnapad users and is also a part of enhancing the user experience.

Marketplace Integration: The integration of Minnapad's NFT minting engine with popular marketplaces is a significant step towards building a thriving and interconnected ecosystem for NFTs. By making it easy for users to sell and trade their NFTs, we are enabling greater liquidity and creating new opportunities for artists, creators, and collectors alike.

5.3. Launchpad

Minnapad's launchpad allows legends to launch and promote their projects. It provides a range of services to support the launch process such as fundraising, marketing, and community building.

Launchpads are platforms that facilitate a structured process for project selection, due diligence, and fundraising, often through token sales or ICOs. Additionally, they can provide access to a network of investors and strategic partners who can assist with the project's growth and development. Minnapad's Launchpad will contain the following features:

- **Token Launching:** Minnapad has authorized the projects to launch their tokens, which will enable users to take part in the token sale, which means individuals will be able to invest in these projects by purchasing tokens, which can be used to access various features and services offered by the projects.
- **Token Listing:** Following the initial launch, projects have the opportunity to list their tokens on Minnapad, thereby making them available for trading. By doing so, these tokens become accessible to a wider range of investors, who can buy and sell them on the platform.
- **KYC and AML Compliance:** KYC and AML compliance will be there to ensure users' verification and monitoring of either legal or illegal activities. The platform may take necessary actions on illegal activities if detected/suspected.

- **Token Vesting:** The launchpad will allow projects to implement token vesting schedules. These schedules are designed to limit the number of tokens that can be sold or transferred within a specified time frame. By doing so, it can prevent sudden and significant token dumps in the market that can negatively affect the token's value.
- **Whitelist Functionality:** The Launchpad's whitelist feature will enable projects to limit access to their token sale or trading to a specific group of users. This feature provides a level of exclusivity to the token sale, allowing projects to target their desired audience and build a community of engaged users.
- **Automated Smart Contract Audits:** Smart contract audits will be automated to ensure that the contracts are secure and free of vulnerabilities. The system is equipped with advanced machine learning algorithms that enable it to recognize and learn from past issues, making it more effective and accurate over time.
- **Investor Dashboard:** The investor dashboard will show users' token balances, transaction history, and other relevant information. This sophisticated platform is designed to be user-friendly and intuitive, enabling easy navigation of required data for Minnapad users.
- **Liquidity Provision:** The liquidity of newly launched tokens will not only generate interest but also provide a platform for users to easily buy or sell them, creating a dynamic marketplace that promotes engagement and growth.
- **Token Burning:** Projects on Minnapad can burn tokens and reduce the total supply to increase the value of the remaining tokens. This strategic move can help create scarcity in the market, which can drive up demand and ultimately raise the price of the token.
- **Token Swap:** The launchpad will allow users to swap their tokens for other tokens or cryptocurrencies, empowering users to expand their investment portfolios and minimize risk through diversified holdings. This can bring multiple advantages such as improved liquidity, diversification, accessibility, etc to the Minnapad universe.
- **Token Locking:** Users can lock their tokens for a specified period, preventing them from being sold or transferred during that time. It provides users with an added layer of security and controls over their cryptocurrency holdings. Also, help users to build a long-term investment strategy by restricting access to their tokens.
- **Multi-Currency Support:** Minnapad's launchpad supports multiple currencies, providing users with the flexibility to participate in token sales and trades using their preferred currency. This feature allows users to easily transact and invest eliminating expensive and time-consuming currency conversions.

- **Automated Market Making:** The launchpad will automate the market-making for newly launched tokens, ensuring sufficient liquidity for trading. This innovative system is designed to provide users with a seamless trading experience by automating the process of creating a market for new tokens.
- **Integrated Wallets:** The launchpad will be integrated with popular crypto wallets, enabling users to easily manage their tokens and cryptocurrency holdings. This allows users to securely store and manage their tokens in their preferred wallet, without the need to transfer them to an external platform.
- **Analytics and Reporting:** Analytics and reporting tools will enable users to track their performance and make informed decisions. These tools provide users with detailed insights into their trading activity, including key performance indicators, such as transaction volume, liquidity, and volatility.

5.4. NFT Marketplace

NFTs are a one-of-a-kind digital asset that offers unparalleled uniqueness and verifiable authenticity due to their storage on a blockchain, making them a highly secure form of digital ownership. For creators and collectors, Minnapad offers an NFT marketplace for exchanging NFTs for various purposes, including investment, collection, and display.



Minnapad's smart contract-integrated NFT marketplace consists of an easy and minimal user interface, where users can enlist their NFTs such as images, videos, DAO memberships, or detailed descriptions. These NFTs can be sold via auctions. Also, creators will have earnings on the resale of their NFTs in form of 'royalties'.

The community can rate and review NFTs on the platform. NFTs can be classified into multiple collections making it easier for buyers to browse and purchase NFTs. All the NFTs can be categorized as well.

Additionally, Minnapad users can also explore the secondary market for buying and selling NFTs for more opportunities of buying the latest as well as rare NFTs. Also, non-crypto holders can dive into the futuristic universe of NFTs by spending fiat currencies. Users can track their performance for making informed decisions by using Minnapad's analytics and reporting tools.

6. DAO Governance

DAO stands for Decentralized Autonomous Organization, a type of organization that operates through smart contracts on the blockchain, enabling decentralized decision-making and governance. Minnapad's DAO ecosystem emphasizes robust and transparent treasury management and governance to ensure the efficient and secure allocation and distribution of funds.



Minnapad's treasury and governance mechanisms aim to create a secure and transparent financial infrastructure, enabling each DAO to operate efficiently and effectively. This segment outlines the key aspects of DAO treasury management and governance, including DAO memberships, smart contract management, multi-sig wallets, and fund management guidelines.

6.1. DAO Memberships:

Minnapad's DAO membership structure is simple and flexible, with a variety of membership tiers that cater to different needs and interests. Whether you're a creator, a fan, or an early adopter, Minnapad has got the right membership tiers with a unique set of benefits, including exclusive content, access to events and collaborations, voting rights, and more, that contribute to the overall growth and success of the DAO.

DAO memberships will bring a 5% discount on each DAO creation, where revenue shares with DAOs will be decided by voting. A minimum of two memberships are required for submitting proposals, where members are provided with a voting right with a maximum of 10% of the entire voting per member.

With multiple launch phases, Minnapad's DAO membership structure carries perks like closer interaction with legends, greater influence in their early direction of DAO & IP projects, and a higher contributor or reputation score for early adopters as well as ample contribution-based rewards for creators and fans.

6.2. DAO Smart Contract Management:

a. Fund Distribution: Efficient and transparent management and distribution of funds raised through initial DAO membership sales and ongoing inflow of funds will be ensured through DAO smart contracts, enabling a seamless allocation process for users.

b. Automated Execution: By adhering to predefined rules and conditions, smart contracts ensure the automatic execution of transactions, minimizing human errors, and thereby providing a secure and reliable platform for users.

6.3. Multi-sig Wallet:

a. Security Enhancement: To further enhance the security of the DAO treasury, Minnapad will implement a multi-signature wallet, where multiple authorized signatures are required to approve transactions. This provides an additional layer of security, making it challenging for malicious actors to compromise the funds and ensure the safety of users' investments.

b. Access Control: The use of a multi-sig wallet is a critical step in ensuring the transparency, accountability, and security of the DAO governance.

6.4. Treasury Management & Execution Guidelines:

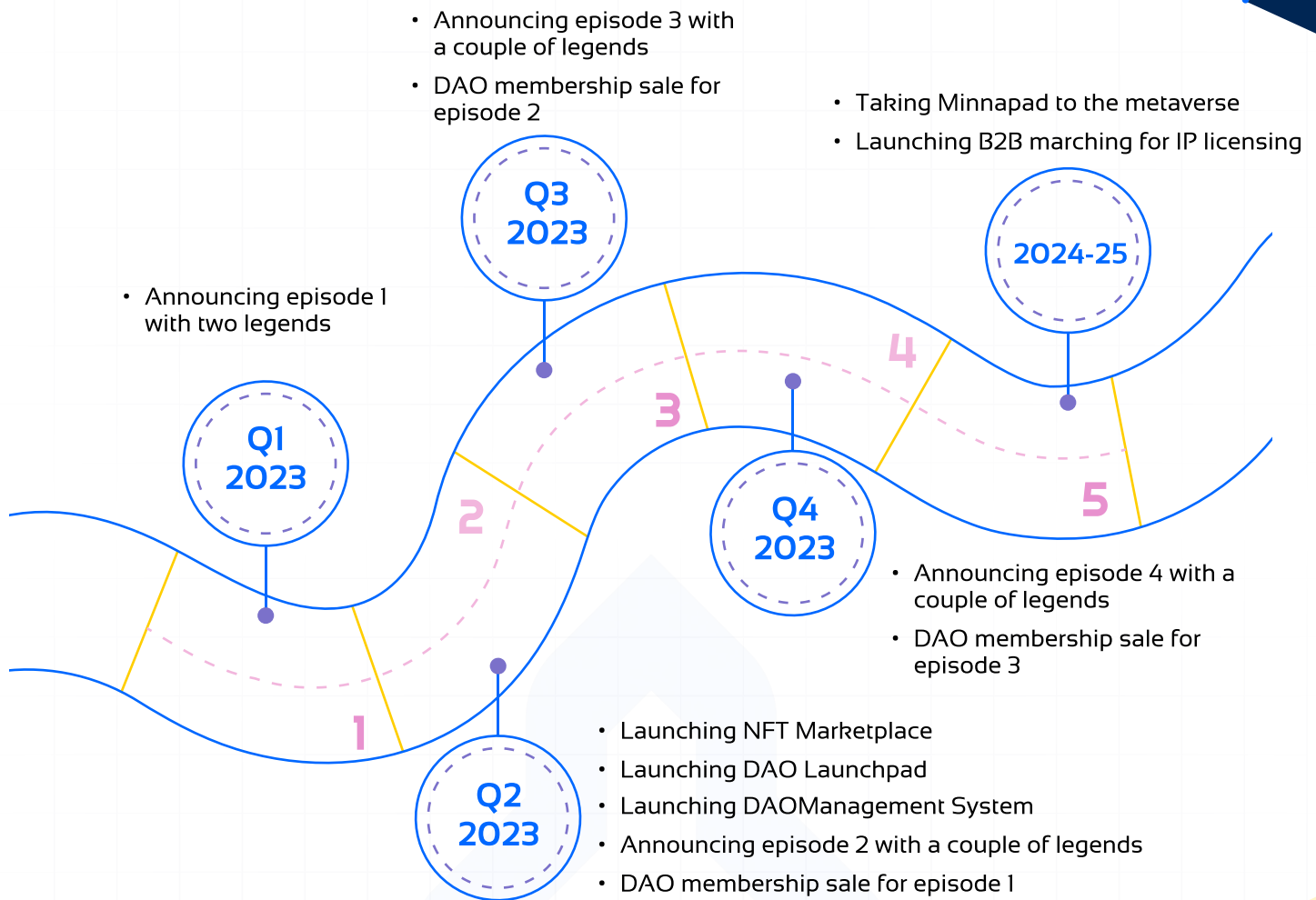
- a. Funding Governance:** Minnapad is committed to ensuring that the DAO's treasury is managed efficiently and transparently, and the Treasury Management & Execution Guidelines will play a key role in achieving this goal.
- b. Transparency and Accountability:** The guidelines will emphasize transparency, accountability, and compliance, ensuring that the DAO's funds are allocated and distributed in a responsible and ethical manner.

7. Tokenomics

Considering the web2 audience, Minnapad's tokenomics balances simplicity and functionality. It also aims to create harmony between centralized Minnapad support and decentralized decision-making within Minnapad DAOs. With the launch of the Minnapad platform, the \$MINNA token will be introduced to the decentralized universe.

Allocation	Supply	Price	Supply %	Raise	Valuation	TGE & Vesting
Seed	100,000,000	\$0.010	10%	\$1,000,000	\$10,000,000	10% at TGE; 6 months vesting
Launchpad/ Listing	75,000,000	\$0.015	7.5%	\$1,125,000	\$15,000,000	10% at TGE; 6 months cliff; 6 months vesting
Marketing	100,000,000		10%			10% at TGE; 36 months vesting
Liquidity	100,000,000		10%			Dynamic
Reserve	75,000,000		7.5%			12 months cliff; 24 months vesting
Ecosystem Rewards	400,000,000		40%			Dynamic
Team/Advisors	150,000,000		15%			10% at TGE; 12 months cliff; 24 months vesting
Total	1,000,000,000		100%			

8. Roadmap



9. Team

Tatsuya Nishioka (Chief Executive Officer)

Former Head of Online Gaming Dept. at Marvelous. Launched the dept. in 2010 and grew it to USD100M+ in net revenue after a year with PC and Smartphone games in Japan. Led their subsidiary in LA and London as a senior director. Before joining Marvelous, he founded a healthcare startup as the CTO and successfully made an exit.



Madhu Gaddipati (Chief Technology Officer)

An energetic CTO with 20+ years of experience and proven industry experience in Regulated crypto exchange, Blockchain, Gov-Tech, Investment banking, and SAAS domains. Incubating ideas and delivering software solutions for crypto space from Custodians, Non- Custodians, AML, KYC/KYB, KYT, FX, Debit Cards, Crypto Exchanges, Security, Compliance, Trade execution, Reconciliation, Settlements, LP connectivity Defi, NFT, Smart Contracts.



Jaime Ocampo (Chief Product Officer)

20+ Years veteran in the games industry. Occupied prominent positions in gaming companies such as Electronic Arts, DeNA, and Greentube. Managed the business of games such as "Rage of Bahamut", "FIFA mobile" and "Slotpark". A seasoned thought leader in the free-to-play mobile gaming space.



10. Disclaimer

The information provided in this whitepaper is for informational purposes only and should not be construed as financial or investment advice. Minnapad is an experimental project and the technology and business model described in this whitepaper are subject to change at any time.

Participation in Minnapad is voluntary and participants are solely responsible for their own decisions and actions. We have generated some revenue streams but we do not guarantee any level of profitability, revenue, or other financial benefits from the use of this platform. Users should conduct their own research and analysis before making any investment or financial decisions related to Minnapad.

Authorities of Minnapad are not liable for any damages or losses resulting from the use of this platform, including but not limited to financial losses, system failures, security breaches, or regulatory actions. Minnapad reserves the right to restrict access to its platform, modify or terminate its services, and take any other actions necessary to comply with applicable laws and regulations.

By reading this, users agree to comply with all applicable laws, regulations, and terms of service. Team Minnapad may update or modify these terms of service at any time without any prior notice. Users are responsible for reviewing and understanding the latest version of the terms of service before using the platform.