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Edoverse Foundation

29<sup>th</sup> April, 2024

**TIME FOR REBRANDING**

Edoverse Foundation is a non-profit organization.



# EDOVERSE

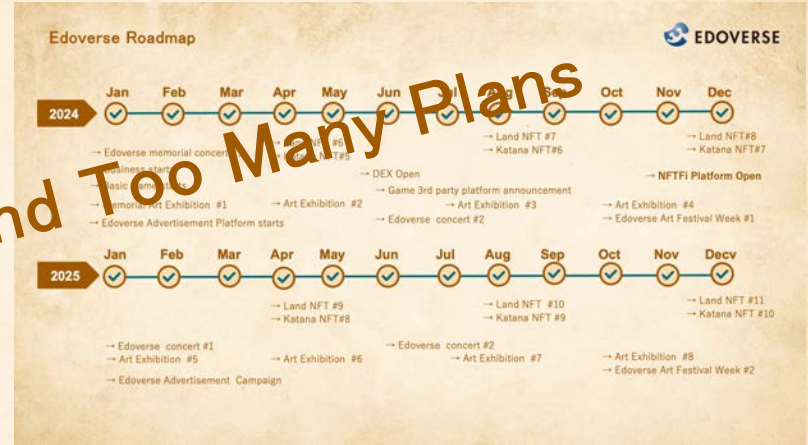
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## Review of Past Sepia Paper (Before Ver.3)

## Sepia Paper Ver.3 Road Map

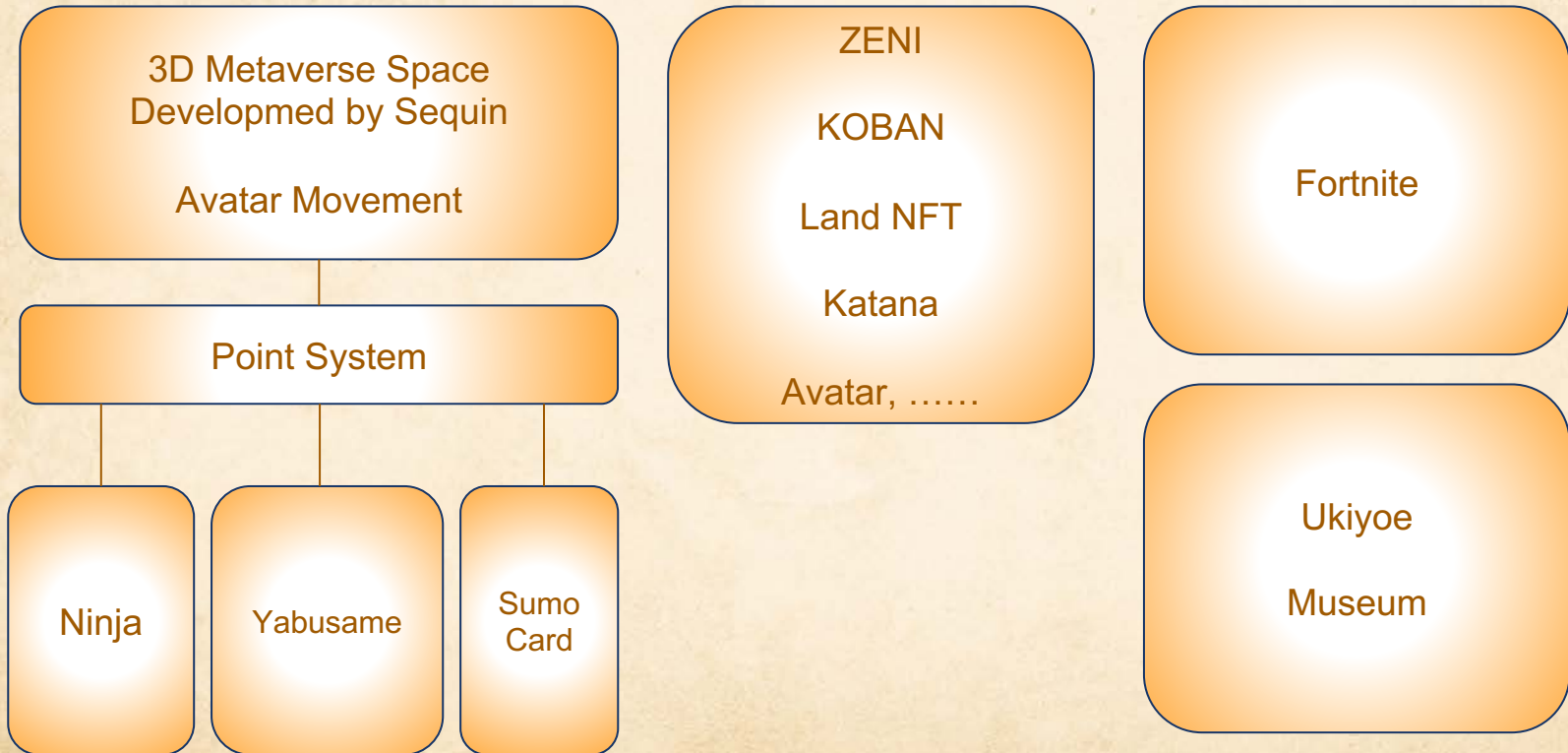


Too Broad Concept and Too Many Plans

Finance for the development of Edoverse could not be made successfully after the metaverse boom has faded out after 2023 under the sluggish crypto market situation.

Platform and 3D metaverse space development needed more time than expected.

# Achievements at Launch of Edoverse in Jan.24



Concept For Medium Term Minimum Goal

①

Democratization  
of art buying and  
selling

② Democratization  
of Art Ownership

③ Investment in  
New Art

## Direction for Rebranded Edoverse in 2024

Simplification

Edo city Construction with Play-to-Earn Webs 3 function

Play-to-Earn New Economy will save the poverty.

Concentration

Art Sharing Community in Edo city

User Friendly  
System

Existing Stake Holders Benefit

## Edo City Burnt Down by Fire called Reiwa Great Fire

During the Edo period, it was said that "fires and fights are the flowers of Edo." After Edoverse launched its 3D space at the end of January 2024, a large fire broke out and much of the land in Edoverse was burned down and destroyed. ZENI and KOBAN, which support Edoverse, are recorded on the blockchain, so they can be avoided from being lost in a big fire and can still be traded.

In the traditional world, it would be difficult to recover land NFTs if documents such as title deeds were lost, but Edoverse's land NFTs are recorded on the blockchain and are NFTs, sword NFTs, and avatar NFTs are intact and preserved.

The loss of this conflagration is the 3D space within the Metaverse. In the future, we would like all stakeholders, including ZENI holders and NFT land holders, to work together to rebuild the city of Edo in the space that has disappeared.

For this reason, we will keep the existing 3D space, which was launched at the end of January, as open as possible until the new Edo infrastructure is completed, but during the reconstruction, we will continue to foster the Edoverse community in various ways. I would like to go there. Mr. Iehiro Tokugawa, the 19th head of the Tokugawa family, who supervised the launch of the game, escaped the fire and survived, but during the rebuilding period after the fire, he temporarily left Edoverse and traveled around the country.



## Grasping of Edoverse's Assets due to the Great Fire of 2024

▪ 3D空間	Burn Down (Partially) Recovery of available assets, Need to develop new infrastructure	▪ Edoverse Games	Burn Down (Partially) Seek recovery
▪ ZENI	Protected	▪ Fortnite Game	Protected
▪ KOBAN	Protected	▪ Ukiyoe Museum	Protected
▪ Land NFT	Protected		
▪ Katana NFT	Protected		
▪ Avatar NFT	Protected		
▪ Mystery Box	Protected		
▪ Horse NFT	Protected		

- ① ZENI staking <https://fttoken.edoverse.io/>
- ② Right Offer Program <https://fttoken.edoverse.io/rights-offer/>
- ③ Market Place owned by edojo-hudosan <https://www.marketplace.edoverse.io/edojojudosan>
- ④ Edo Portal <https://portal.edoverse.io/>
- ⑤ mysteryBOX <https://mystery-box.edoverse.io/>

ZENI Staking Reward for all land holders to support reconstruction

From May, 2024

All Land NFT  
Holders

Staking Rewards  
5,000  
ZENI/month/unit

Finance &  
Game Development

Late 2024

Daimyo  
Mansion

Game

Play-to-Earn

Save Poverty

2025

Daimyo  
Mansion

Art Piece  
Collection  
Race

①

## Democratization of art buying and selling

Turning the city of Edo into a city  
of art

## Minimum Goal 2024

Daimyo  
Mansion

Game

Play-to-Earn

Save Poverty

Existing Land  
NFT is  
maintained and  
have a big  
benefit.

### CONCEPT

Edo land, users go to everyday. That is Edoverse. Where labor is generated daily, and wages are generated daily. Wages are paid there every day. It is a land that is cared for every day. It is a land of daily rest. Edo land is the foundation on which an era is built for the Daimyo and the samurai who work there.

LAND-GAME-FI IN EDOCITY

1

### MAP

Some New Edo land was already sold as NFT. The land is divided into squares, including unsold land, and enemies appear in random squares several times a day. The user lands on one of the squares. The user must have energy. In that square, the user can kill enemies, cut grass and trees, and so on, The user can work freely.

LAND-GAME-FI IN EDOCITY

2

### COLOR PIXEL

The squares that appear randomly have colors.

- Normal enemy squares: Weak enemies
- Strong enemy squares: A few strong enemies
- Special squares: special event for Land Owner
- Normal squares: No enemies appear, but grass and trees are growing.

It is up to the user to decide where to aim and move. Even squares without color can be entered. Even no enemies, consume your daily activity energy by cutting grass and trees.

LAND-GAME-FI IN EDOCITY

3

### in PIXEL

To enter the land, physical strength is used as an entrance fee. You can do various things in each square (using your physical strength). Defeat enemies: Earn ZENI  
Cutting grass and trees: Earn ZENI  
Stay at an inn: When you enter the LAND next time, you can stay at an inn near this land.

LAND-GAME-FI IN EDOCITY

4

### in myPIXEL

Landowners can start each time from their own land. Strong enemies are random, but as as landowners' bonus. Earn money efficiently. landowners can take care of their land for Inns, blacksmiths, eateries, and traps. These NFTs can be purchased and placed on the land. The landowners receive ZENI for the use of these NFTs and receive ZENI as a royalty. Cut the vegetation and set up favorable installations.

LAND-GAME-FI IN EDOCITY

5

### in myPIXEL

Landowners are required to pay ZENI to users if they have their trees and grass cut on their land by others. The more the durability value decreases, the more money is needed to restore the durability value to 100%. Experience is gained through actions in your own land, and as the level of your land increases, the appearance of enemies will increase.

LAND-GAME-FI IN EDOCITY

6

### UserStatus

The user obtains weapon experience by equipping weapons and defeating enemies. Once a certain amount of experience is gained, the user can use ZENI to increase Level. As you level up, your attack power will increase and you will be able to defeat enemies with less energy. You can also increase your physical strength, so be proactive in raising your level.

LAND-GAME-FI IN EDOCITY

7

### ZENI KOBAN

Defeat enemies · Cut grass and trees  
**Earn ZENI**  
Ask other users to kill your enemies.

**Earn KOBAN**  
Exchange ZENI for money  
Monthly distribution to landowners

Lv. up weapon  
**ZENI (BURN)**  
Weapon Mint  
Lv up own land

**KOBAN (BURN)**

LAND-GAME-FI IN EDOCITY

8

### WEAPON MINING

Users can mint their equipment. Minting is possible with any weapon of Lv5 or higher. The equipment inside will have a chance to change its rarity.

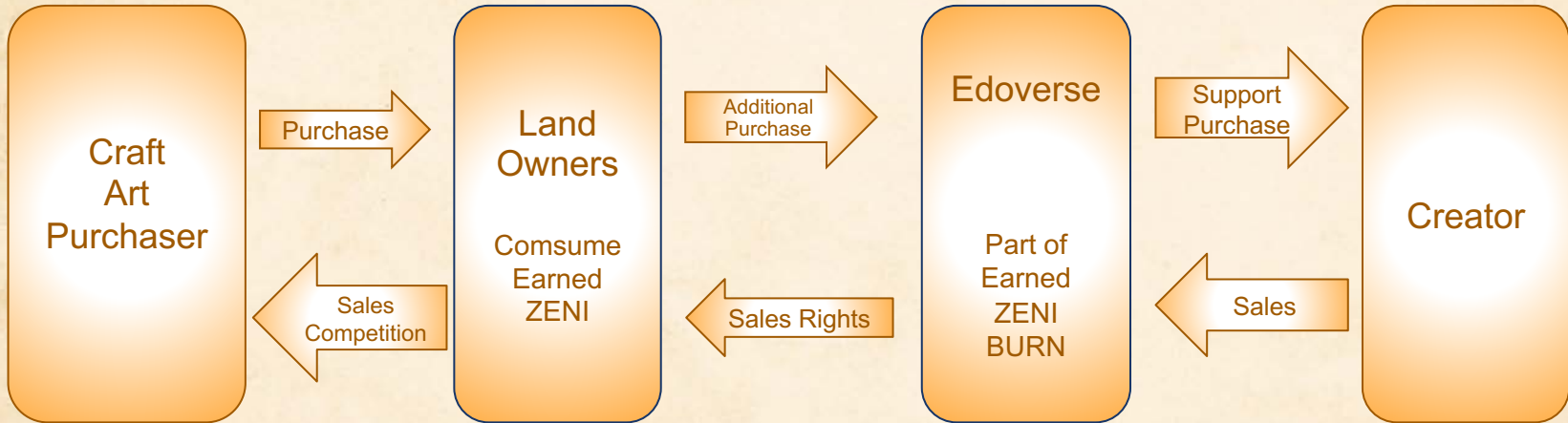
common  
uncommon  
rare  
.....

ComingSoon

LAND-GAME-FI IN EDOCITY

9

Minimum Goal : Art Sale Race by Daimyo



## ② Democratization of Art Ownership

Art Token Community

Create Art Community Token with Real Art Works

Token holders can share real art as a part of owner.

Token holders can enjoy its activity, token appreciation and art price appreciation.

Edoverse Ukiyoe Community



Example



Token Holders

Community  
Ticket

Tradable

Ownership



ZENI Market

### ③ Investment in New Art

New Digital Art Creation  
&  
NFT ART

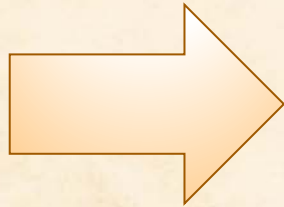
Towards the revitalization of  
Japan's regions  
Revitalizing Japanese artists  
including traditional crafts  
investment in new art



## Approaches to Local Governments

The pride of Japan's  
regions  
Crafts and works of art  
to the NFT

Sometimes we find new  
artists



Edverse Platform.

Each clan sells and earns other asset  
and at the same time  
game participants can buy in the ZENI  
sales competition.

The winner can enjoy Digital Twin



**Original Concept Before Launch**

## Reproduce the city Edo on the Metaverse

The concept is a virtual space where the city and Edo exist in modern times.

Metaverse to solve poverty problems while promoting understanding of Japanese culture and art

- Consistent return of economic value to educational inequality and contributors, giving opportunities to all contributors

Second home for users

Promote innovation while contributing to cultural development through NFT art collections and transactions

## Edoverse Conceptual Note

by Iehiro Tokugawa, 19th Head of the Tokugawa Shogunal Household

Our web experience is about to go through a most radical transformation, possibly on par with the birth of the internet itself, with the advent of Metaverse, a virtual space constructed with state-of-the-art VR and 3D-CG technology that will serve, at once, as an ultra-user-friendly portal, a game platform, an e-commerce site, and a virtual society to be experienced through avatars.

Our EDOVERSE project aims to re-create, with as much historical accuracy as possible, the city of Edo – the capital of the Tokugawa Shoguns which boasted a population of one million as early as 1700. Its cultural achievements still amaze the world today (when one speaks of Japanese high culture today, it is mostly about Edo culture), and its wealth legendary throughout the world even though foreigners were off limits in Tokugawa Japan. ,

The EDOVERSE will be unique in that it will be as fantastic as Tolkien's Middle Earth, with its own beautiful landscape, logic of life and heroes and villains, while at the same time all the details of this particular Metaverse will have solid grounds in actual history. This is possible because city life in Edo, which came to an abrupt end in 1868, had been thoroughly recorded, while the physical city was largely preserved until 1945, the year of allied bombardment of most Japanese cities. Entering EDOVERSE could thus be an experience comparable to a travel to the most exotic locales of the world today.

EDOVERSE will consist of several components.

1. landmarks as Nihonbashi bridge (constructed by the order of Tokugawa Ieyasu, the 1st Shogun), Edo Castle, major Buddhist temples and Shinto shrines, the bustling commercial district around Nihonbashi, the Edo mansions of the Daimyo – the feudal lords, the official red light district of Yoshiwara, will be reconstructed with as much historical accuracy as possible, and the missing components will be filled in with educated imagination. To this end, the author of this note will organize a committee of prominent experts.

2. Game dimension. The player will start his avatar life as a Ronin, or unemployed samurai, in either the city of Edo with its rules, regulation and social mores as designed by the Tokugawa Shogunate, or the chaotic world of Sengoku, or the chaotic civil war years. We intend the game avatar to be a Ronin because, as an unemployed samurai, he (rarely a she) is ambitious and skilled and educated in many ways, ideal for a character in any game. His mindset, in that he can imagine the world as both a stage and the object of his ambition, is similar to that of the player. The games with Edo city life themes could have such themes as Bonsai, Goldfish, Sumo, Kabuki, Sushi, duel between samurai, samurai seeking vengeance, and so forth. The Sengoku world shall be a platform for various types of combat and shooting games. The player can accumulate EDOVERSE crypto currency, which could be spent on achieving higher status of the avatar in this virtual society, a process which could be seen as a higher level game.
3. E-commerce dimension. Alliances will be made between the EDOVERSE INC and various local governments, NPOs and corporations to create merchandises and services that could be purchased only with EDOVERSE crypto currencies or only through EDOVERSE E-commerce functions.
4. Virtual Society. Avatars will be provided with a wide range of goods, services and assets with which to express itself, enable and empower interaction with other avatars, and improve its standing within EDOVERSE society. The player will also be provided with real-world arts and crafts related to the avatars she operates in EDOVERSE, such as various wares decorated with the family crest of the avatar, Japanese drawing (Nihon-ga) portrait of avatar or player, Japanese style seal for avatar or player (the style and rank the player can assume in these arts and craft will be determined by the social rank of his avatar).

### The City of Edo, or Explaining the Long Peace of the Tokugawa Japan

To understand the decisive role that the city of Edo played in the long peace of the Tokugawa, one must first recall that Japan, prior to the Tokugawa, had the cities at the eastern end of the Setonaikai (Japan's Mediterranean) as its center, namely Osaka(Naniwa), Nara and Kyoto. This is quite natural as Japan has always had to be conscious about its gigantic neighbor to the west, China. The pre-Tokugawa capitals were far enough from China to maintain independence, while close enough with it for trade between the two countries to continue. While the first samurai government was built in Kamakura, close to latter day Edo, the city itself was small in comparison to the older capitals and had never achieved economic importance to compete with them.

Edo was therefore built on the peripheries of traditional Japanese territory. It was practically frontier land. Before the Tokugawa, the Kanto plain surrounding the city of Edo was sparsely populated and large parts of it not suitable for cultivation. Tokugawa Ieyasu, the first Tokugawa Shogun, therefore had to invest considerably in the development of the area. Why, then, go through all the trouble? Why not just take over Osaka, whose previous master, the Toyotomi, had so thoroughly been destroyed, as the Tokugawa capital?

To answer this question, one must think of the impact of Toyotomi rule. Before Toyotomi Hideyoshi, Japan had been ruled by the nobility and high-ranking samurai who had branched out from the Imperial family. That Toyotomi Hideyoshi, a commoner from the humblest of origins, reached the position of Imperial Regent, with his ranking in the Imperial nobility second only to the Emperor himself, meant the destruction of this political tradition that could be traced back to the birth of the country. In short, a socio-political revolution that made traditional authority too weak to keep ruling Japan.

Toyotomi Hideyoshi was the author of another revolutionary change, this one in the field of foreign relations. Before the Toyotomi, Japan was not a major player in the international relations of East Asia. This was all changed in Toyotomi Hideyoshi's Korean expeditionary war (1592-1598). In this war, Japan, with a population of 13 million, sent between 130,000 and 150,000 men to the Korean peninsula with the objective of conquering China. The war ended in stalemate on Korean soil and failed to achieve anything for Japan, but Japan's military might, enhanced by Japan's century and half era of civil war (Sengoku), left a mark, both within Japan and without. The Japanese soldiers were ferocious fighters, often beating Chinese forces 10 times its size.

In short, after the death of Toyotomi Hideyoshi, Japan was left with a vacuum of authority (the traditional elite were proven to be impotent by the Toyotomi!) and a war fever (demands for another attack on Korea and China were actually strong among lower ranking Samurai). Although Tokugawa Ieyasu emerged as the ultimate Samurai warlord victor following his win in the Battle of Sekigahara in 1600, these problems remained unresolved.

To create a new capital in the shape of Edo at border of Japan proper and its hinterland was, then, a stroke of genius. The soldiers, who had become unemployed with the arrival of peace (thus the war fever) were mobilized to reclaim land, tame river flows, dig ditches and canals, and build Edo Castle that will serve as administrative center of the nation rather than a military base, thus contributing to peace through the absorption of an excess labor force as well as increased production thanks to dramatically improved infrastructure.

Also, by shifting the political center eastward, the memory of the Korean expedition among the general populace was diluted. People who moved east, into and around Edo, sought social advancement through peaceful labor and exchange instead of violence and theft which would have been the case if the same man had moved west, towards Korea and China.

The Tokugawa Shogunate used the whole City of Edo as a medium to change the mindset of the people who moved in (and most of the population were newcomers until much later into the Tokugawa period), from one of fear and hostility even among neighbors, suitable in a society torn into pieces by civil war, to one of mutual trust. In today`s parlance, the Shoguns instilled social capital in the inhabitants of Edo. And through the system of rotating stationing of the Samurai and the feudal Lords (the Sankin-Kotai, which had to spend half their time in their dominion and the other half in Edo), this new culture of Edo would be spread to the rest of the country.

This project of socio-cultural transformation would continue to the very end of the Tokugawa period. This also explains the relative suddenness with which the Tokugawa lost power. The Tokugawa Shogunate was trying to avoid war, both external and internal, at all cost. Giving up power was the only way left to them to achieve this end. Ironically, as a result of the Meiji Restoration, in which the Emperor` seat was moved from Kyoto to Edo (and thereby renaming Edo as Tokyo or Kyoto of the East), making the capital of Tokugawa into the true capital of the country.

The history of Japan after the Meiji Restoration could be characterized as a series of wars, with each war bigger than the previous one, culminating in the destruction of the polity of Empire and the near annihilation of the Japanese people. This may appear paradoxical given that the Japanese had lived in peace for more than two and a half centuries before the Meiji Restoration. How could a people so accustomed to peace become so warlike, practically overnight? Yet if one looks at the longer version of Japanese history – that Toyotomi Hideyoshi was the truly epoch making figure, and Tokugawa Japan a mere effort to contain the demons that the Toyotomi had released, then post-Tokugawa history becomes much easier to understand.

Seeing the entirety, or the macro version of Japanese history this way, one could also better understand the true nature of Edo culture. The city of Edo was designed not as a mere center of political power, but also as a device to transform the mind of the Japanese, to overcome the demon of the Toyotomi. Life in Edo had its dark sides, in fact had plenty of such, yet real efforts were made by numerous Shogunate officials to improve the lot of the commoners, so that ordinary people could have hope in their lives and pursue their own happiness, however modest that may be. It was an uphill struggle, hence the Meiji Restoration and the many wars of the Japanese Empire, but the struggle was not in vain. That is why so many Japanese see life and culture in Edo with such strong nostalgia, and the world so fascinated by the creations of the people of Edo – be it Ukiyo-e, Shunga, Sushi or Haiku.

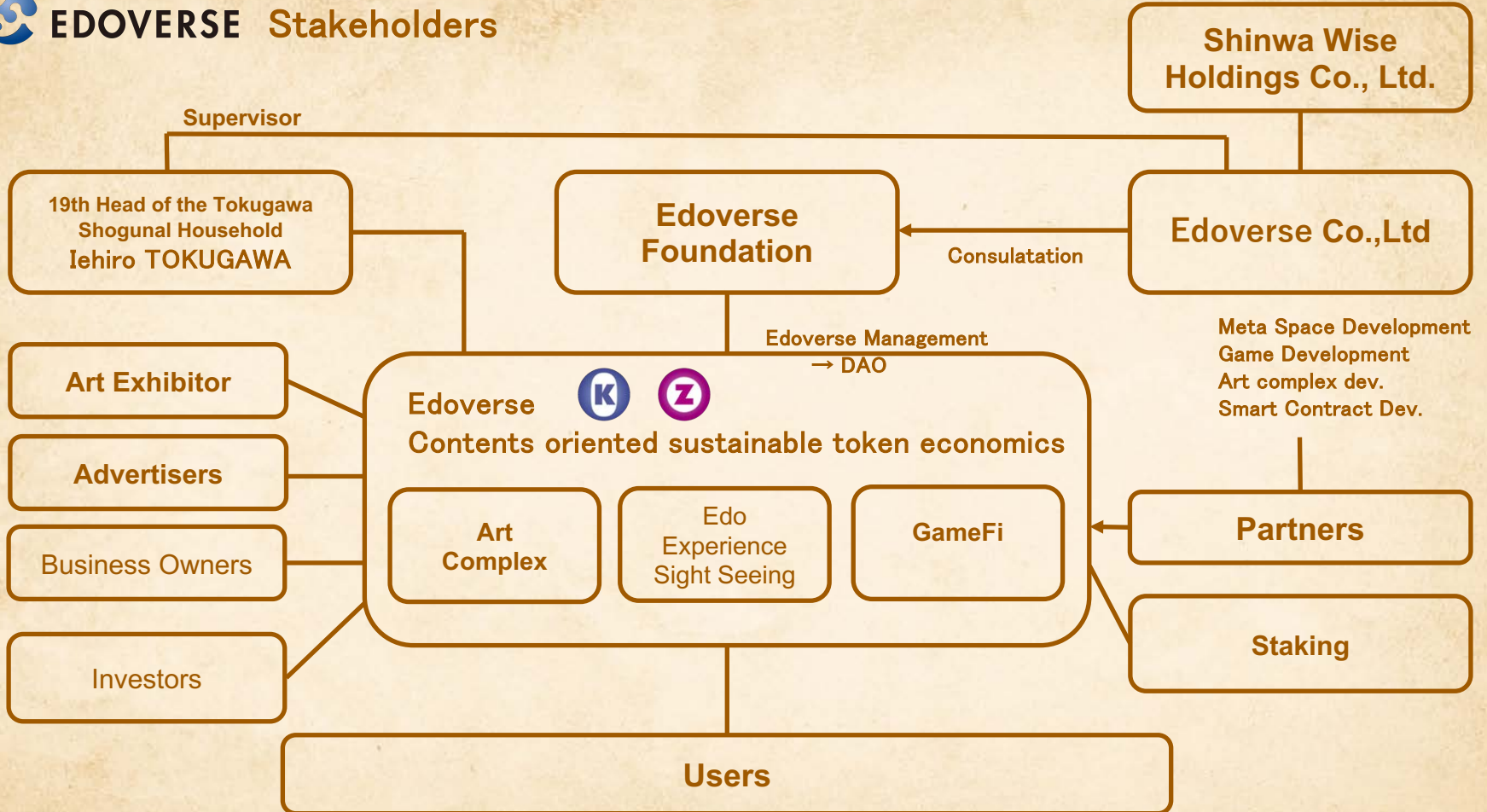
That is why we believe EDOVERSE, making possible a travel to the lost city of Edo, to live as a citizen of Edo, so worthwhile.

# Edoverse Stakeholders





# EDOVERSE Stakeholders



# Original Idea of Edoverse Before Launch



# Edoverse



Pandemics, SDGs, new capitalism, widening inequality, environmental issues.

Entering the 21st century, we humans are facing unprecedented challenges at the global level.

When faced with a problem. Modern people who are accustomed to capitalism may be economically rational, And settle for a symptomatic solution, and it is not an essential solution. It tends to put off social problems from beginning to end.

So we thought. "What if there was a parallel world and the Edo period existed in modern times?"

According to the story of Iehiro Tokugawa, the 19th Head of the Tokugawa Shogunal Household, the supervisor of Edoverse, in the Edo period, when the image of a feudal society was strong, it seems that there was a unique culture and customs that could solve most of the problems of capitalism from the root. If we, as modern people accustomed to popular sovereignty and liberalism, would find that a very incredible and surprising social system was, in fact, the cornerstone of creating a peaceful society that lasted nearly 300 years. For example, the idea of Columbus eggs should be brought to the present age, which has been eroded by all global problems. Incorporating abundant cutting-edge technologies of blockchain and cryptocurrency, expressing a sustainable Japanese society as a metaphor in the Edo period with Rock in Cool is the first in Japan and the Metaverse revolution from Japan. Isn't it the mainstream?

Artistic, entertaining and sustainable SDGs Edo society. What kind of session will be woven if it revives in the Metaverse space?

The key to solving the social issues of all humankind is here, the Edoverse, which is created based on the historical evidence of the overwhelming quality supervised by Mr. Tokugawa. Welcome to Jipang and let's have fun !

## 徳川家広 Iehiro Tokugawa (19th Head of the Tokugawa Shogunal Household) -1



Ever since the rise of computer generated images, I have had one vision – to re-create the historical city of Edo (present day Tokyo) in cyberspace. The visitor to the virtual-Edo could not only enjoy the scenic beauty of the Shogun’s capital, with its grand castle, amazing Buddhist temples and Shinto shrines, covered with the most elegant and detailed wooden sculptures, and the beauty of the city itself, full of lush green and a network of canals that sustained the material needs of the population of one million, the largest by far in the pre-industrialized world, but also re-experience the life of the people that populated the city, from the Shogun and the Daimyo to the high ranking samurai to the lowliest of commoners, all with his or her own emotions, pleasures, ambitions and dreams. Until recently, this was just that, a vision. Yet with the remarkable progress of IT and my own fortunate encounters with talented and visionary individuals, this dream of a virtual-Edo is now becoming reality, the Edoverse. From anywhere in the world, as long as the WWW is active, you can travel to the city of Edo, and enjoy it in full – view, play, shop and interact, as you will do upon visiting any other major city in real life.

Technical details are beyond me, so let me explain here the meaning of re-creating (and expanding on) the city of Edo and the “Edo (the Tokugawa)” period in Japan in virtual space.

It is now widely recognized worldwide (and ironically, more outside of Japan than within), that the 2 and half centuries of peace, both domestic and external, that Tokugawa Japan maintained is indeed a rare achievement in human history. The Tokugawa period overlaps, roughly, with the period between the landing of the Pilgrim Fathers and the Civil War in the United States of America, The death of Queen Elizabeth and the Indian uprising in Britain, the Age of troubles and the Crimean War in Russia, the outbreak of the 30 years-war and the creation of the Reich in Germany, the Edict of Nantes and the fall of Napoleon III in France, and the fall of the Ming Dynasty and the end of the Taiping Rebellion in China. The world had indeed been going through dramatic and violent times, while throughout the period Tokugawa Japan remained in peace. More importantly, while it had widely been believed, especially among left leaning Japanese scholars, that this peace had been achieved at the considerable cost of Japan isolating itself from the world and therefore “lagging behind” the eventually modernizing west, recent scholarship is bringing back to life a more vibrant society open to external trade and absorbing outside information with gusto, more an early modern society than a feudal or traditional one. Indeed, Westerners who visited Tokugawa Japan immediately after its re-opening to western powers note admiringly of a thriving, dynamic and sophisticated market economy where “there were many poor people, but there was no poverty to be seen”.

## 徳川家広 lehiro Tokugawa (19th Head of the Tokugawa Shogunal Household) -2

This fact makes Edo, or Tokugawa Japan, not only a matter of historical curiosity but also one of contemporary urgency, for today's world is entering an era of multiple crisis, one characterized by rapid population growth, pandemics, environmental degradation, climate change largely hostile to established patterns of human activity, infestation of crime, mass poverty, widening gap of income, wealth and opportunity, mass violence and civil war, and, presently, a large-scale war between industrialized nations. Tokugawa Japan had to overcome all of this as well, and managed all of them without ever resorting to large scale violence. Most notably, the Tokugawa was able to manage rapid population increase (13 million in 1600 to 30 million in 1700) without territorial expansion or large scale violence, and then maintaining that population level until the end of its rule, with the standard of living slowly rising. The secret to the success of the Tokugawa in transforming itself peacefully is a topic worthy of a very thick book indeed. Yet this much could be said. Taking full advantage of Japan's very fortunate geographical condition, it was the willingness of the ruling elite of Tokugawa Japan to avoid war at all costs that made possible the long peace and the numerous innovations required for that peace. Indeed, the Tokugawa elite were so averse to war that they gave up power to the supporters of Emperor Meiji, therefore ending the Tokugawa era peacefully in 1867.

This commitment to peace may be the best first step the world could take in solving its multiplicity of problems. In other words, the world needs new thinking, a developing of new sensibilities, if it were to survive and prosper. What I propose here is that the new thinking, the new sensibilities could in fact be pretty old, waiting to be extracted from the informational fossils of Tokugawa Japan.

And this is where Edoverse enters. By visiting the virtual Edo = Edoverse, which is a recreation of the landscape and reconstruction of the society of Edo, and experience the city and the world beyond as an Edo citizen would have, you will naturally be cultivating perspectives that enabled the Edo inhabitants to take on the numerous problems they faced in their days, which happen to be so similar to the ones we ourselves face today. Edoverse will not be a mere portal, game space, e commerce site, and a virtual society. It will be all of the above, and an experience that will transform you for the future.

## Art Complex

The reason for art in the Edo period is that we need to trace the origin of art. Art is cultivated by culture and valued by the social system of time. For example, in the Edo period, there was an art called Ukiyo-e. Ukiyo-e is one of the painting styles established in the Edo period, and its history began with the dawn of the Edo period. The paintings on the themes of life and fashion at that time, prostitutes and actors, showed excitement mainly among the common people. "Ukiyo-e" in this ukiyo-e is actually said to be derived from "Ukiyo", and people who prefer to live floating in the trend of trying to enjoy the world of Edo use the character "Ukiyo". It is said to have been hit. In other words, Ukiyo-e was born from the human desire to enjoy the feudal world of the Edo period.

When you delve into the value of art in essence, you always end up with the culture behind it. Culture fosters human values, which describe the social system of time. Some of them are highly regarded as art in later years, while others are unfairly evaluated compared to their writing. We think this way. All art has absolute value. And those absolute values tend to be diluted to the relative value via the legal tender called capitalism, but by combining art with the blockchain, even if you do not look at the recent NFT as an example, it is the absolute that it originally has. It is possible to express value.

What if the stage was in the society of Edo, one of the creators of contemporary art? And what if the state-of-the-art blockchain technology was applied as an infrastructure in that Edo society, and every artist was given a place to express themselves? When artists who are active in the world, artists of the future who have not yet seen the light of day, and all creatives gather in the cutting-edge Metaverse space, people may think like this. "Yes, isn't it?"

## Art Exhibitors

By opening an artist's own art on the Edoverse, Artists, users and Edoverse have the following ecosystem. You can enjoy it.

- Artists · · · NFT can be issued on the blockchain, and art can be bought, sold and lent through NFT.
- Users · · · Enjoy art by discovering artists on the Edoverse and purchasing NFTs.
- Edoverse · · · As the number of artists increases, the number of NFT issuance records will increase, contributing to the liquidity of linked DeFi and at the same time NFT sales revenue will accumulate in Edoverse

Many artists think that it is technically difficult to hear about blockchains and NFTs, but at Edoverse, we simply issue NFTs, set up a pool with a certain amount of liquidity, and trade on the spot. We can realize it to be active. One of the major merits of NFTs is that copyright income is protected, and since it is possible to trade not only in a specific space but also on platforms outside the Edo period, more artists can be blocked with the motif of the Edo period. At the same time as time slipping into the chain space, it is possible to strictly protect the copyright of the artist.

For art shoppers, the structure is such that the store opening space is secured by staking Zeni in the Edoverse, so as the number of shopkeepers increases, the value of cryptocurrency in this space will stabilize and at the same time. It is possible to realize a unique ecosystem that realizes economic return (reward return) to artists at the same time.

## Users

Users create their own avatars and dive into Edoverse. Users can stroll around the sights of Edo in the Edoverse and enjoy sightseeing. And you can buy nifty goods and art as NFTs. Users can earn tokens by learning how to operate in virtual space while learning about Edo.

Users can get the land of Edoverse. This land can be localized by clearing it by itself and expanding the area of Edo, but it requires efforts to clear the land and to get used to the land. Users can form assets through this game. Users can also build buildings or run businesses on the land. And you can buy and sell land, In Edoverse, you can not only acquire land, but also raise your position in Edoverse and acquire roles by collecting cultural activities and art from the land. The user can also become a Daimyo (feudal lord) one day. Users can enjoy the various features added along the roadmap.



## Edo City Tour / Sightseeing

Edoverse sightseeing, or a virtual tour of the historical city of Edo

Tourism had been big in the second half of the Tokugawa era. Although theoretically a feudal society with limited movement of people, as Tokugawa society grew richer and more stable, loopholes such as pilgrimages were utilized to enable commoners to travel, although limited to the inside of the country. Yet in pre-industrial and pre-telecommunication Japan, the country felt like a world unto itself. There was diversity in customs and cuisine, and the dialects so strong that people from different parts of the country could barely communicate.

Edo, the capital of the Tokugawa Shoguns, was one of the major destinations for tourists of Tokugawa Japan. Add to this the numerous samurai who were stationed in Edo for half their professional lives, and the army of maids who accompanied the Daimyo's family to Edo, the city was naturally bustling with new inhabitants who were trying to figure out what was where, as well as visit all the famous landmarks they had known only in written texts and woodblock print illustrations, as well as enjoy all the new theatre plays, festivals and renowned eateries.

Edoverse will recreate the visual aspects of this tourist experience in full. All the famous landmarks, starting with Edo castle and Nihonbashi bridge, as well as the major temples and shrines, and the busy commercial and entertainment districts of Ueno, Asakusa, Ryogoku, and Yoshiwara, will come back to life in state-of-the-art 3D CGI, with services such as digital art exhibition, games, e-commerce and virtual society to match each of the "places".

## Advertisement in Edoverse

Various corporations and individuals are expected to participate in Edoverse, centering on art-related businesses. The feature of advertising planning on Edoverse is that participants can think independently about advertising planning based on culture and customs with the motif of the Edo period and express them freely.

Advertisement placement in Edoverse is based on payment using the cryptocurrency Zeni used in this space, and in the world of legal tender, multiple advertisements can be made if there is enough funds, but in Edoverse, transactions can be slightly different.

Specifically, the advertising burden of advertisers who have stakes Zeni for a long time will be reduced, and if the advertiser increases the number of participants in Edoverse, a separate incentive (coupon) will be given, experiencing desirable communication for Edoverse. In that case, by preparing an advertising plan unique to Edoverse, which makes full use of blockchain technology, such as receiving special preferential treatment for advertising publishers, advertising publishers will be significantly different from existing media. We will realize marketing with high communication efficiency.

## Business in Edoverse

Edoverse is a metaverse space with the motif of the Edo period.

Naturally, the concept and world view are clear, and not only businesses related to Japanese culture that continue in Japan, but also the gambling grounds that existed in the Edo period have been revived as modern casinos, and Joro-gai is lively with modern neon lights. It is also possible to reproduce...

Edoverse is a platform to the last, and the intellectual property of the content belongs to the participants. Therefore, on the platform woven by Edoverse, it is possible to reproduce the economy of the Edo period, and although there is no if in history, it is also possible to reproduce the parallel world "If there was a restaurant for Westerners in the Edo period". Of course it is possible.

Participants evaluate the content on Edoverse. The content evaluated by the participants will be converted into cryptocurrency through NFTs and will generate profit as a concrete economic value.

For business operators who are thinking about merchandising with the theme of Edo, Edoverse is a treasure platform that can be used in all directions. If necessary, under the supervision of Mr. Iehiro Tokugawa, the 19th Head of the Tokugawa Shogunal Household. Edoverse management members (Edoverse Co., Ltd.) will consult and support the realization of concrete merchandising.

Edoverse positions art as its core concept, but not limited to art, business operators who are considering expanding their business by utilizing Edoverse should definitely jump into the parallel world and say, "If the Edo period exists in modern society. I would like to work together on the business theme unique to Japanese people.

## **Edoverse Co., Ltd.**

Initially, Edoverse Co., Ltd. was established and operated as a wholly owned subsidiary of Shinwa Wise Holdings Co., Ltd., a company listed on the Tokyo Stock Exchange Standard, which has been focusing on art and culture for 32 years.

Edoverse Co., Ltd. invited Mr. Iehiro Tokugawa as an executive advisor, is focusing on a consultation to develop a virtual space Edoverse assuming another Edo city in the world of multi-verse and to manage Edoverse that will make a sustainable ecosystem by GameFi. It is an SPC that consults to develop, promote, and market Edoverse run by Edoverse Foundation .

In future, when the Edoverse is built, functions normally, and is capable of spontaneous growth, It would be moved to DAO (Decentralized Autonomous Organization).

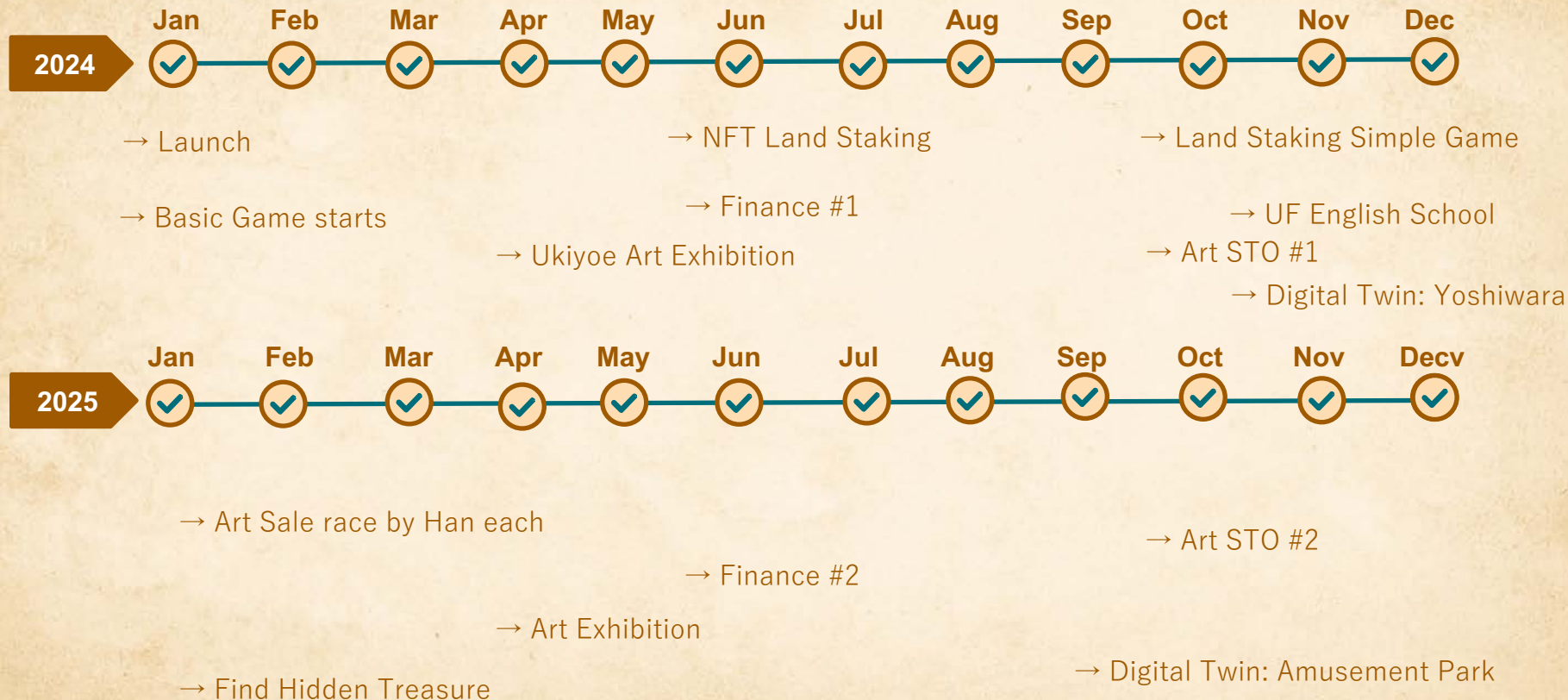
## **Investors**

In the process of developing Edoverse, we plan to raise the necessary funds in various ways and invite investors to participate.

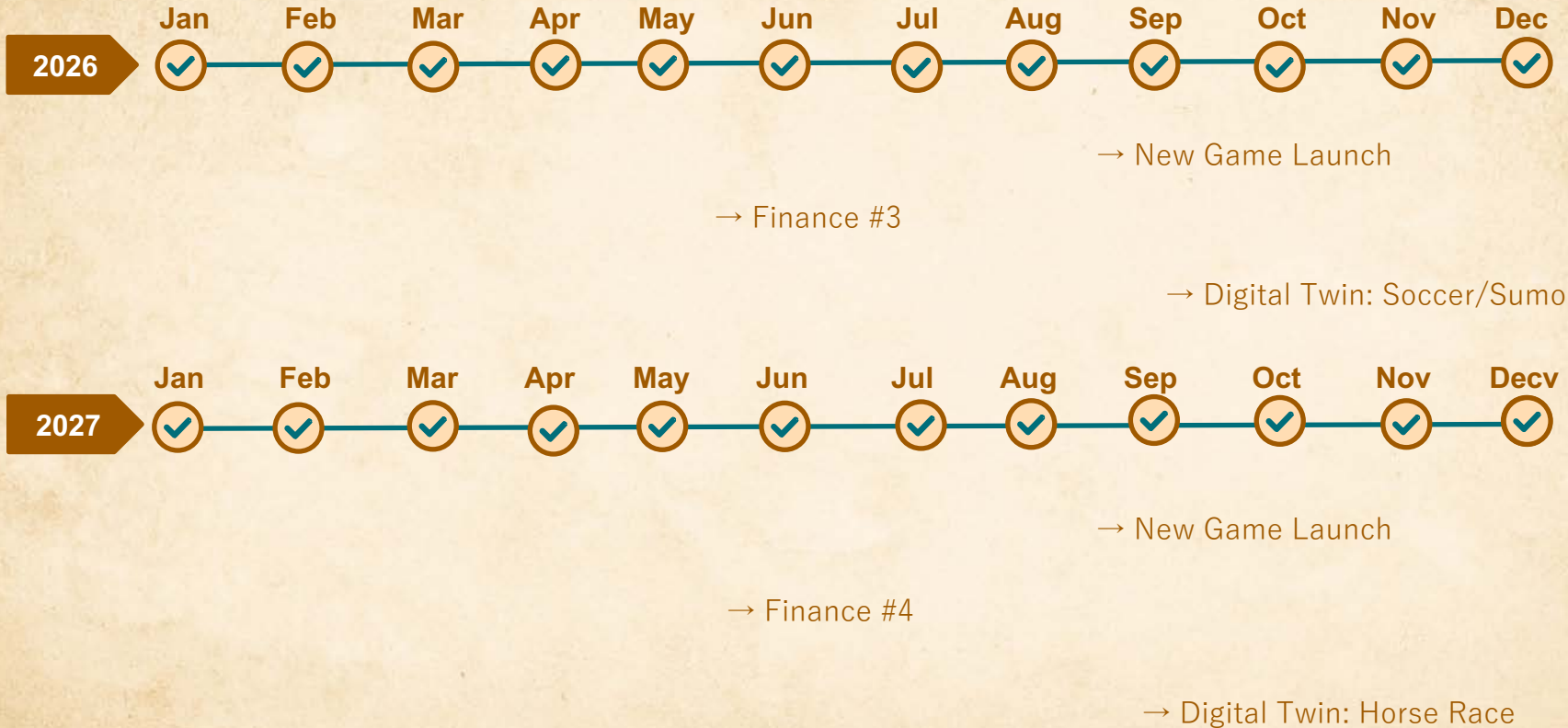
# Edoverse New Roadmap After Launch



# Edoverse New Roadmap



# Edoverse New Roadmap



# Monetization

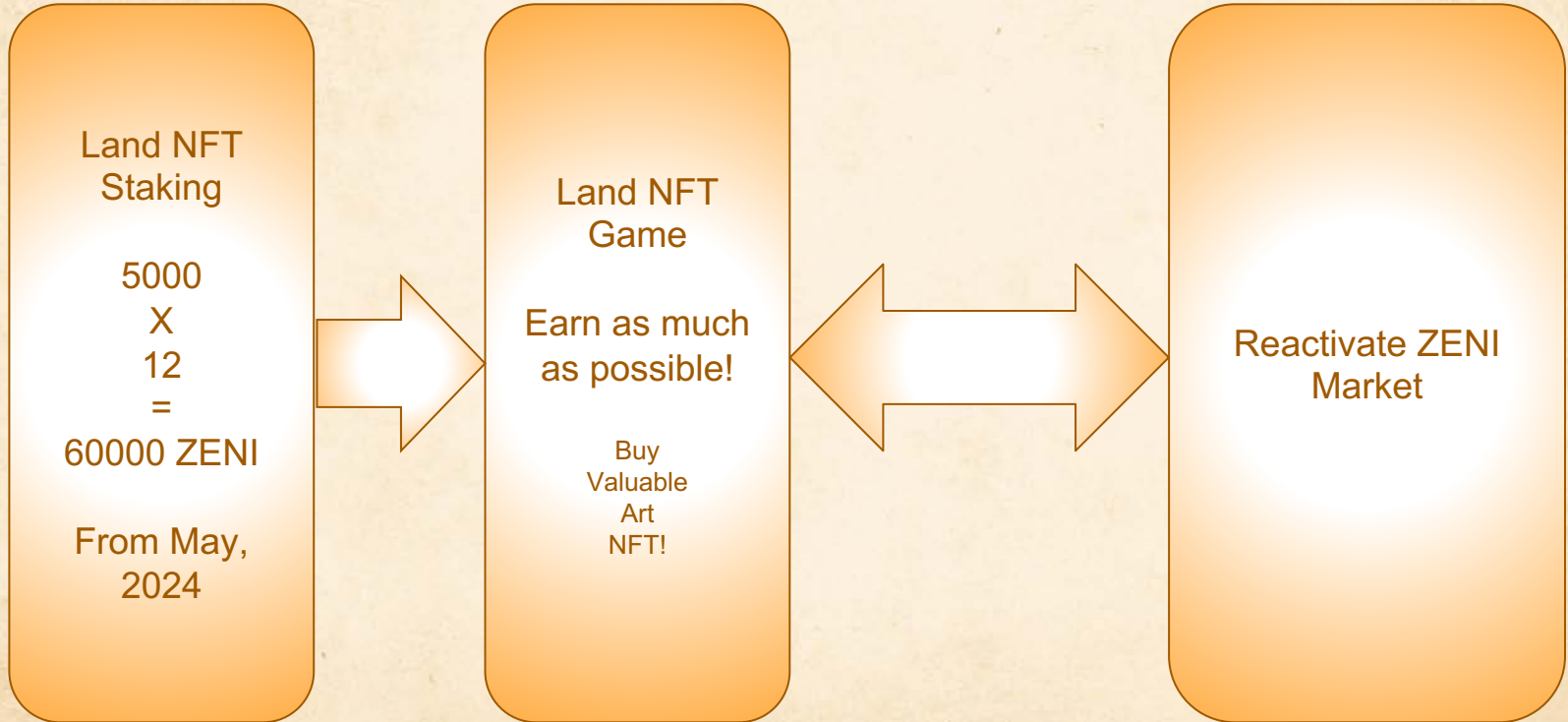






**EDOVERSE**

## Monetization: Stakeholders





# EDOVERSE

## Monetization: Edoverse Foundation

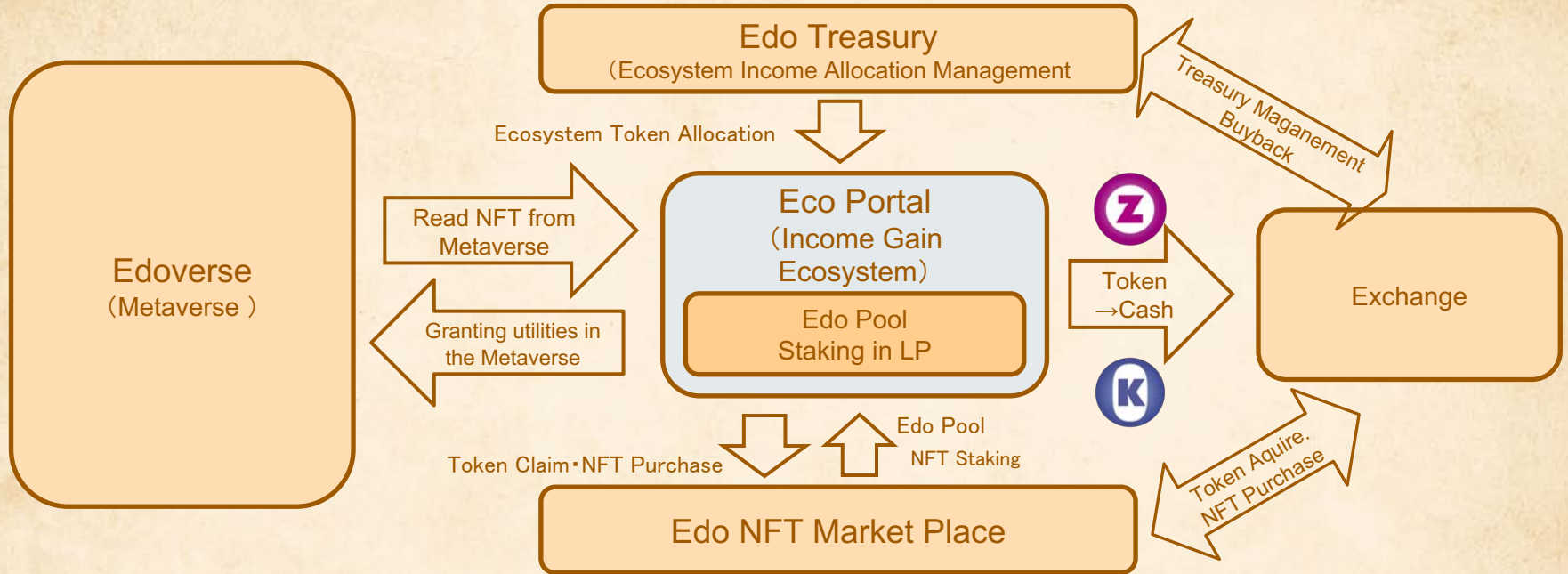


# Edoverse Tokenomics



# Advanced Tokenomics

The Edoverse ecosystem will clarify the utility of tokens and at the same time adopt cutting-edge token economics that make effective use of treasury.



## Staking

Edo Bath Token Holder contributes to the sustainable development of the ecosystem through staking

## Koban & Zeni, Edoverse Tokens

The Edoverse ecosystem is to be developed using both Zeni, which was commonly distributed during the Edo period, and Koban, which was a high-class currency.



### Koban



#### Koban

Token name	Koban
Base Chain	Ethereum
Protocol	ERC20



### Zeni



#### Zeni

Token Name	Zeni
Base Chain	Ethereum
Protocol	ERC20

- Mainly used for changing rolls in Edoverse moving to other clan, and community voting
- It is a rarer currency than Zeni, which can be earned by important actions in Edoverse.
- Steaking is possible in Edoverse
- Zeni distribution. 80% burn for Zeni purchase, 20% reduction (under discussion)
- Can only premium users get it for 3 months after Mint(under discussion)

- Mainly used for settlement for general purchasing activities in Edoverse
- The most distributed utility token in this ecosystem, earned from general contributions in Edoverse

# Edoverse Ecosystem



Realizing a sustainable participant-returning ecosystem by entwining tokens with content and NFTs

## ① Original Game

Multiple contents including 3rd party inside and outside Edoverse



## ③ Koban & Zeni

Token Name	Koban & Zeni
Base Chain	Ethereum
Protocol	ERC20

# Edoverse

## ② Edoverse Shop

Primary sale of NFTs that can be used on the Edo berth. We plan to introduce creator works as well. Return royalties to sellers

## ④ Treasury function

Enhancing treasury functions and realizing a sustainable ecosystem

Staking

LP token

Lending

Ethereum



# Edo Zeni Total Supply : 10,000,000,000 Zeni

ZENI Contract address: 0x6D73b8De8d0d2cACA8065cd47f8157934E8D3099



## 1<sup>st</sup> Token Sale

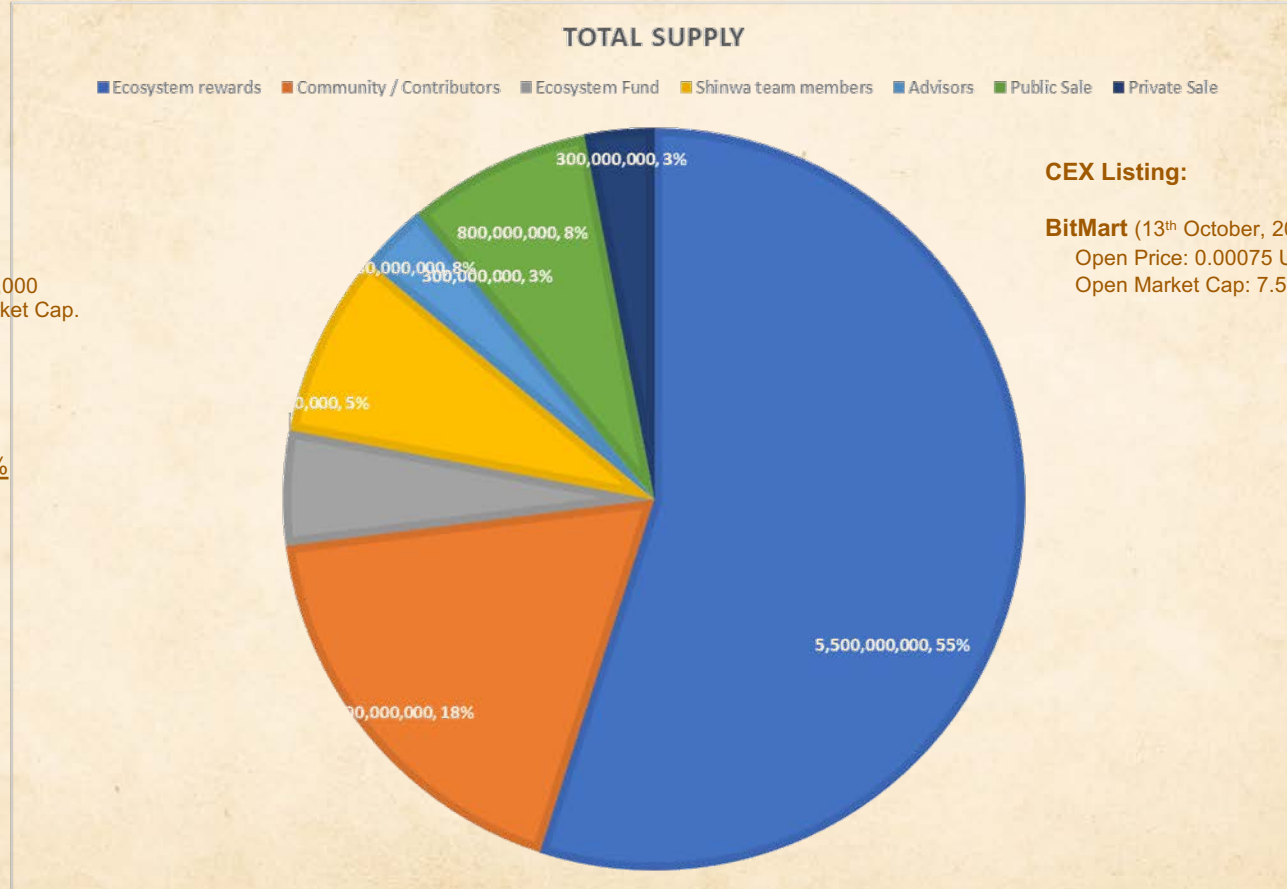
Sale date: 7<sup>th</sup> July, 2022  
Sale Amount: USDC 50,000-  
Assumed Market Cap.: US\$10,000,000  
Sale Condition: 50% discount of Market Cap.  
Sale Proportion: 1% of total supply  
Sale amount: 100,000,000 ZENI  
Sale Price: 0.005 USDC/ZENI  
Method: public sale

## Edoverse Team Allocation: 5.00%

Lockup period:  
• 8th Feb., 2023~25% claimable  
• 8th Aug., 2023~50% claimable  
• 8th Feb., 2024~75% claimable  
• 8th Aug., 2024~100% claimable

## 1<sup>st</sup> Contributors Allocation: 4.93%

Lockup period:  
• 8th Feb., 2023~25% claimable  
• 8th Aug., 2023~50% claimable  
• 8th Feb., 2024~75% claimable  
• 8th Aug., 2024~100% claimable



## CEX Listing:

**BitMart** (13<sup>th</sup> October, 2022)  
Open Price: 0.00075 USDC  
Open Market Cap: 7.5 mil. USDC



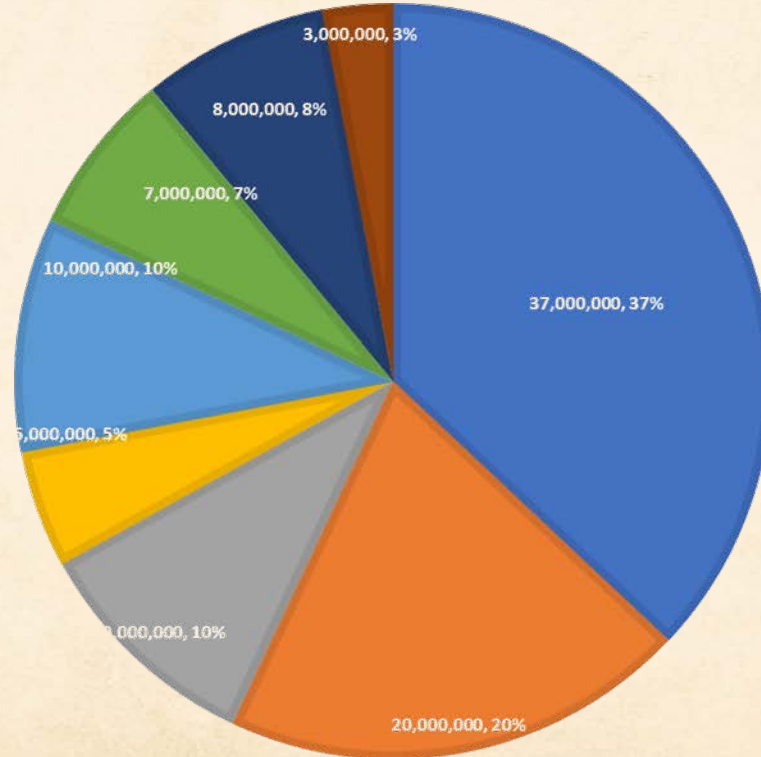
# Edo Koban Total Supply : 100,000,000 Koban

Koban Contract address: 0xa0DDE6f6C845c78fc1e0D365ccC752eD4873324F



## TOTAL SUPPLY

■ Ecosystem rewards ■ Staking ■ Community / Contributors ■ Ecosystem Fund ■ Shinwa team members ■ Advisors ■ Public Sale ■ Private Sale



### Edoverse Team Allocation: 5.00%

Lockup period:

- 8th Feb., 2023~25% claimable
- 8th Aug., 2023~50% claimable
- 8th Feb., 2024~75% claimable
- 8th Aug., 2024~100% claimable

### 1st Contributors Allocation: 4.90%

Lockup period:

- 8th Feb., 2023~25% claimable
- 8th Aug., 2023~50% claimable
- 8th Feb., 2024~75% claimable
- 8th Aug., 2024~100% claimable



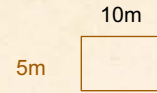
**Edoland**

**Land NFT**

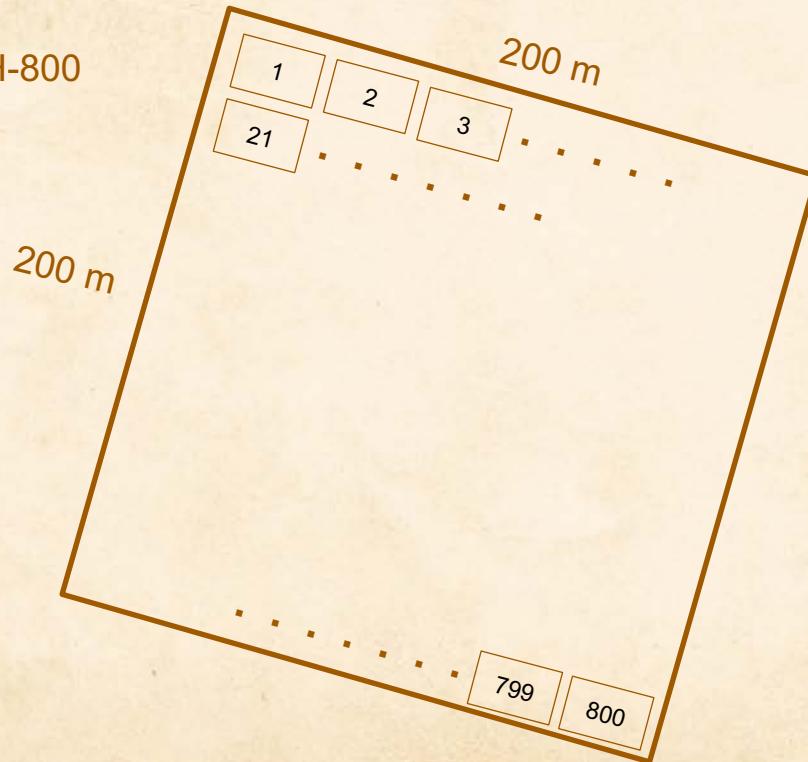


TTH former Tottori-han

1 unit : around 50 m<sup>2</sup> (around 15 tsubo)



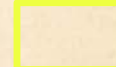


TTH-1 ~ TTH-800



# Edoverse Development Season - 1



-  Naikaku  
Innner shell
-  Nishi-no-maru  
Pase-1  
Allocation
-  Daimyo-Koji  
Phase1  
Land Auction
-  Oote-Mae  
Phase-2
-  Sakurada-mon  
Phase-3

## Edoverse Land Development Land Sale Season – 1

**Naikaku (Inner shell) – Edo Castle (managed by the Edoverse Foundation)**

“The 19<sup>th</sup> Shogun” Iehiro Tokugawa's residence

**Phase-1 (20 Lots) Nishi-no-Maru-Outer shell** (Allocation to early contributors)

In the future, the daimyo mansion will be art complex.

**(10,000 lots) “Daimyo-Koji-Outer shell (First sale)**

Daimyo mansion construction obligation after mainnet were connected.

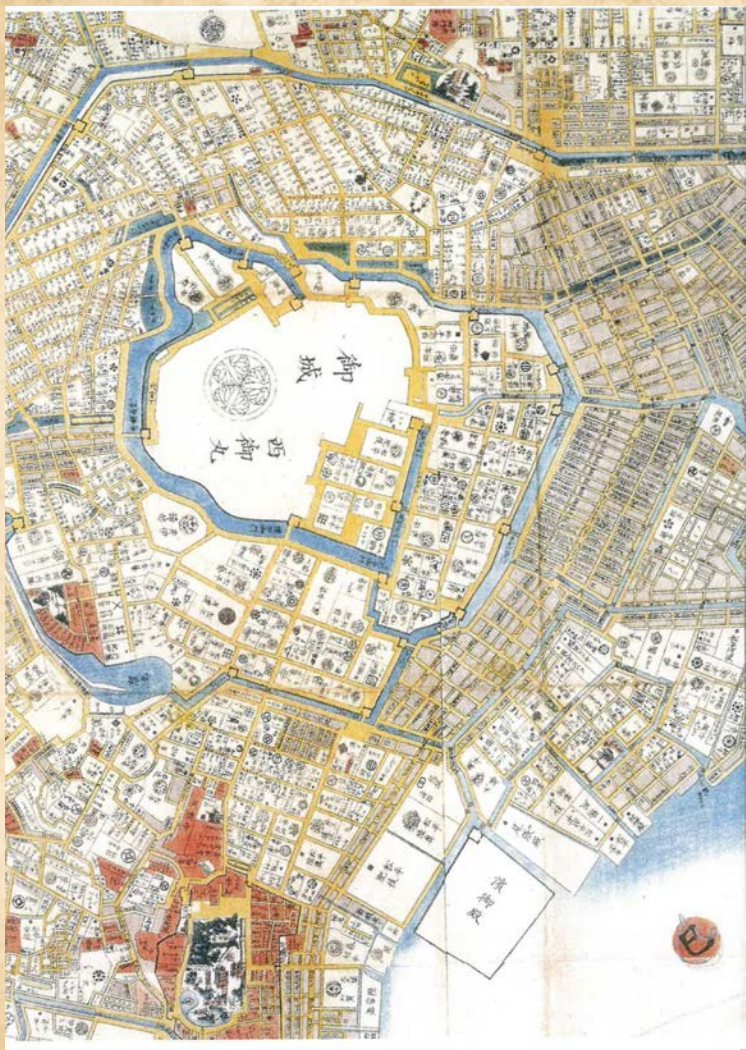
**Phase-2 Oote-Mae-Outer shell (Second sale)**

Daimyo mansion construction obligation after mainnet were connected

**Phase-3 Sakurada-Mon-Outer shell (Third sale)**

Daimyo mansion construction obligation after mainnet were connected

**Land Sale Season –2 will be announced later.**



# Edoverse Land NFT Sale #1 – Daimyo-Kouji Area

(Land NFT Sale –Season1 – Phase1)

Sale Status:	Edoverse #1 Land NFT Sale (Season1 – Phase1)
Area:	Daimyo-Kouji Area
Sale Unit:	9,690 Units
Airdrop:	(90 units)
White List:	(3600 units) - to C / to B 5% discount sale
Spec:	ERC721 (NFT)
Unit Price:	500 USDC/Unit
Max application:	20 units
Max Sold Amount:	4,845,000 USDC
Sale Date:	7 second, 7minute, 7 am on <b>7th July, 2022</b> (UTC)
Sale Method:	First come, first served

Daimyo-Kouji Area is located in east of Edo castle, just next to Edo castle inner shell. In Edo period, the place was one of the most prestigious area where major important regional area was very precious district where is known as Marunouchi that many top-end companies' HQs are located and has Tokyo Station (Central Station in Tokyo) and Yurakucho Station in Japan Rail Road Line.

In Edoverse, Daimyo-Kouji area has several important public facilities such as Fire Department (Hikeshi-Yashiki), Public Regional Court (Hojou-sho), North City Hall (Kita-Bugyo-sho), South City Hall (Minami-Bugyo-sho), Special Envoy Temporal Mansion (Denso-Yashiki) and Ministry of Education (Daigaku-no-Kami).

In phase 1 of season-1, 27 sites that were old Daimyo mansions in Daimyo Kouji are divided into around 10,000 units (9,690 units) to sell to public as NFTs. 1 unit in this sale is assessed at around 50 m<sup>2</sup> (around 15 tsubo in Japanese “tsubo” term) in the real geographic measure in Tokyo.

**Land NFT Sale Units:** Total 9,690 units including public facilities

KMH	former Kumamoto-Han	600 units
TBH	former Tatebayashi-Han	210 units
YDH	former Yoshida-Han	200 units
MMH	former Matsumoto-Han	320 units
TMH	former Tsurumaki-Han	160 units
SYH	former Sekiyado-Han	420 units
OYH1	former Okayama-Han-1	350 units
FYH	former Fukuyama-Han	700 units
OYH2	former Okayama-Han-2	400 units
TYH	former Tsuyama-Han	610 units
NOH	former Nishio-Han	450 units
IMH	former Iwamura-Han	230 units
MBH	former Mibu-Han	180 units
NSH	former Nagashima-Han	180 units
TDH	former Tendoh-Han	110 units
KYH	former Katsuyama-Han	380 units
TTH	former Tottori-han	800 units
KCH1	former Kochi-Han-1	380 units
TSH1	former Tokushima-Han-1	550 units
KGH	former Koga-Han	220 units
TAH	former Takasaki-Han	210 units
OZH	former Okazaki-Han	220 units
TKH	former Takatsuki-Han	160 units
KSH	former Kasama-Han	300 units
SBH	former Shimabara-Han	240 units
KCH2	former Kochi-Han-2	90 units
TSH2	former Tokushima-Han-2	40 units

**Public Facilities:**

NCH	North City Hall	160 units
SCH	South City Hall	150 units
PRC	Public Regional Court	150 units
DY	Special Envoy Mansion	150 units
MOE	Ministry of Education	270 units
FD	Fire Department	100 units

## Land NFT Sale #2 – Oote-Mon Area (Land NFT Sale –Season1 – Phase2)

Area:	大手門地区 (Oote-Mon Area)		
Sale Unit:	5,000 Units	#NFTs	<u>Daimyo Mansion</u>
Airdrop:	to be announced	1030	former Hitotsubashi-Tokugawa
White List:	to be announced	810	former Himeji-Han1
		280	former Himeji-Han2
		280	former Oumi-Han
		500	former Shonai-Han
Spec:	ERC721 (NFT)	480	former Kokura-Han
		680	former Fukui-Han
Unit Price:	500 USDC/Unit	240	former Kakegawa-han
		240	former Sabae-Han
Max application:	20 units		
		460	former Magistrate Mansion
Max Sale Amount:	4,845,000 USDC		
		Total: 5000 NFTs	
Sale Date:	12th December, 2022 (UTC)		
Sale Method:	1) First come, first served 2) Digital Twin Premium Package Partner Plan		

## Great News for Daimyo Koji land owners!

The Daimyo mansion Land NFT accumulation contest  
Get more than 10% of your ward first in your Daimyo Mansion

The winning Daimyo Mansion in the competition will become the trading platform for these Katana NFTs, awarded the right to collect 10% of the sales of the Katana for each transaction to take place. That revenue for the mansion will be shared among the Land NFT owners according to the share of the Land NFT he or she owns in that mansion.

But the competition doesn't end there. The winning Daimyo mansion when more than 15% of its Land NFTs are collected by one of the owners will be granted 15% of the Katana sales.

The winning Daimyo mansion when more than 20% of its Land NFTs are collected by one of the owners will be granted 20% of the Katana sales.

But from here, things get tricky. True to the DAO principle, excessive concentration of Land NFTs shall be penalized. If one Land NFT owner becomes overzealous in accumulating Land NFTs, her holdings may evaporate – be confiscated by the Daimyo mansion treasury. The threshold for this event – anywhere above 21% - will be kept a secret to add to the suspense.

Also, Katana of particular note in terms of power and legend can be displayed there to collect fees from the visitors. We will soon announce the details of the games the Katana NFT owners can play as well.

This is our first game for our dear pioneers of Edoverse - the Daimyo Koji Land NFT holders. We will keep adding to our list of games.

Also, your ideas for games to be played and for serious business in the Daimyo Koji is highly welcome. If your proposal is accepted, up to 100,000 units of our crypto - ZENI will be given as a prize.



## Digital Twin Premium Package Partnership Plan

Be the No.1 Digital Economy to Achieve “Sustainable Play to Earn” Experience in revived Edo-City Meta-verse  
Building a digital economic society where everyone can live “with a hope in the future”  
with Web 3.0

### Outline of the partnership

- 1) Build up virtual properties of partner companies in the virtual space Edoverse, which restores the city of Edo to the present.
- 2) By building a virtual space of partner companies in Edoverse, Edoverse plans sales promotion linkage with properties in the real world.
- 3) Foster topicality by sending customers and marketing to properties in the real world from Edoverse, which aims to expand users
- 4) Combining tokenomics in the virtual space to realize sales promotion with minimal expenditure
- 5) Aim to secure further capital gains by utilizing digital assets (land NFTs) that can be resold in future



# What is Digital Twin ?



 EDOVERSE

① Land NFT Purchase

② 3D space produce

【Restaurant】

【Showroom】

【Apparel】

【Travel Agent】

【Shop/Event】

③ Token activity

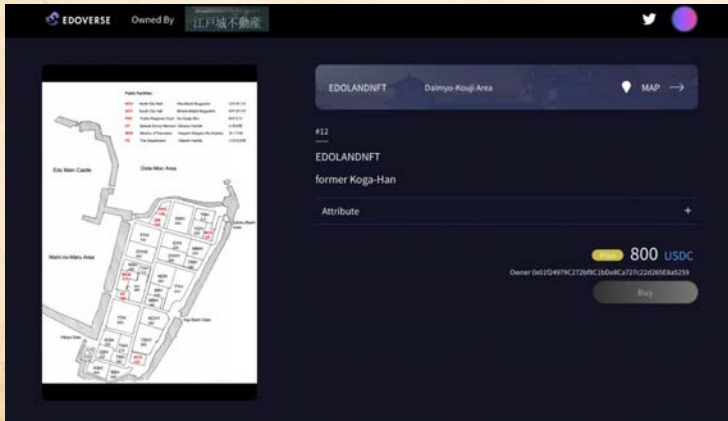
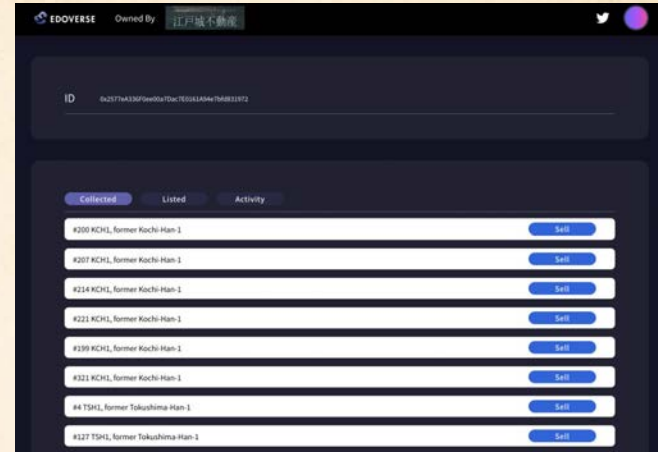
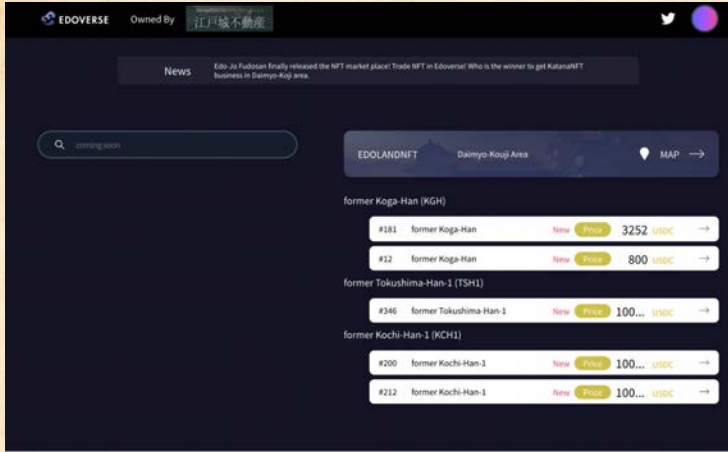


④ Consumer marketing

## 【Example : Kimono Apparel Shop】

1. Acquired Edoverse land NFT(100 Unit USDC500/unit) \* Limited to 1 company per industry and 20 industries
2. Space production in Edoverse and development of accompanying item NFT (kimono, avatar, character, etc.)  
\*Limited to 500 3 types of NFT items, sale at USDC50-80 each, aiming to sell out 1,500 units
3. Joint sales of created item NFT led by Edoverse \* 30% of the sales commission will be returned to Edoverse and 70% to partnership company, and USDC 50,000 to 80,000 will be returned to your company.
4. Implementation of accompanying item NFT in virtual space
5. Carry out a campaign to promote the equipment of accompanying items for users
6. Sales promotions to physical stores through user token activity
7. Profit fixed by selling part of the land NFT that has increased in price (continued retention is of course also possible)

# Edoverse NFT Market Place



Edojo Fudosan  
Official NFT Market Place:  
<https://www.marketplace.edoverse.io/edojoFudosan>

# Key Visual – First Short Teaser





**Key Visual – 2 minutes Teaser in July, 2022**

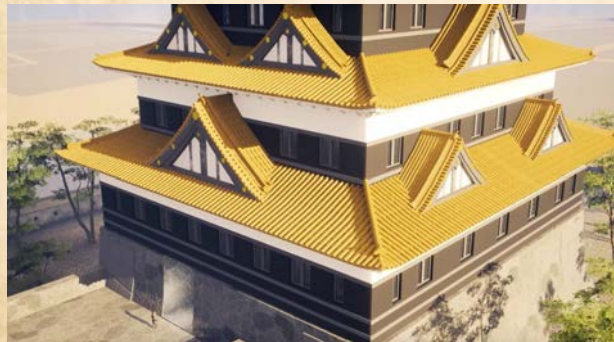




# Key Visual – Edo Castle



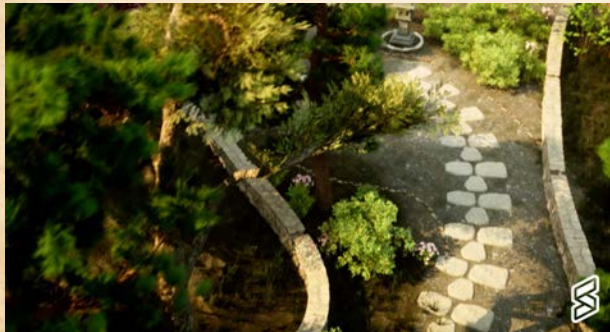




# Key Visual – Daimyo Mansion



## Daimyo Mansions Coming Soon



# Key Visual – Avatar





## Shinsengumi 10 Samurai Heros Special Avatar

Isami Kondo  
Toshizo Hijikata  
Kamo Seruzawa  
Soshi Okita  
Shinopachi Nagakura  
Hajime Saito  
Heisuke Todo  
Sanosuke Harada  
Susumu Yamazaki  
Genzaburo Inoue

# Key Visual – Katana





**#5783, Yamabuki, Wood, Sanjuwa-ni-Taiyo, Purple, Total Solar Eclipse, Purple**



**#5153, Silver, Copper, Yukiwa-ni-Kumoriyuki, Jet Black, New Moon, White**



**#3588, Matsuba, Gold, Kikko-ni-Goen, Silver, Blood Moon, White**



**#2466, Jet Black, Wood, Karakusa-ni-Mizu, Purple, New Moon, None**



**#80, Copper, Copper, Yotsu-Hirainazuma, Purple, Crescent, White**

# Key Visual – Ninja Challenge

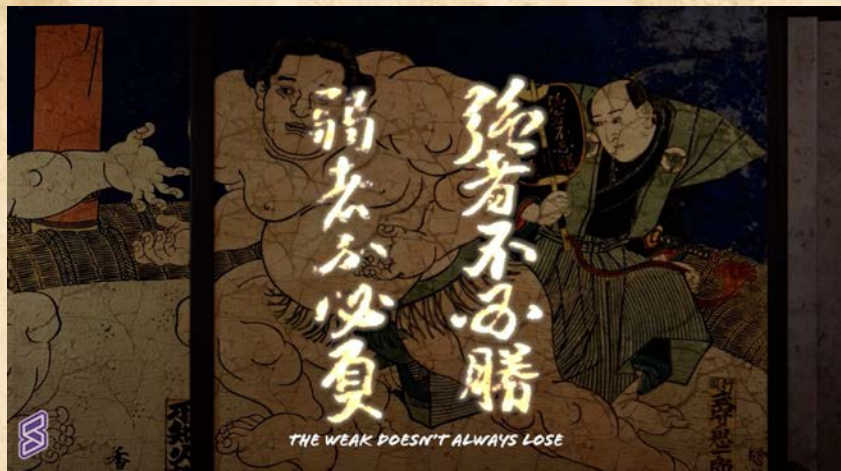






# Key Visual – Sumo Card Game





# Key Visual – Yabusame Horse Racing





# Edoverse Partners



## Partners

### Historical viewpoint.

徳川宗家第19代 徳川家広

19th Head of the Tokugawa Shogunal Household, TOKUGAWA Iehiro

### Blockchain Development

ONPLANETZ

### Art/Cultural Related

SHINWA WISE HOLDINGS



Metabit

### Metaverse Development



Sequin

KONISHIKI Appointed Edoverse Ambassador

KONISHIKI



### Partner Selection

In the future, regarding virtual space construction, blockchain development, content development, NFT generation and operation, DeFi construction, game development, investors, PR, etc., select the necessary partners as appropriate according to the roadmap for Edo berth construction. I will come.

# Edoverse Contributors

## Edoverse Agents

Edoverse agents act as its agents to underwrite NFT allocation and to manage NFT market place.

- Edojo-Fudosan

- Edoverse Real Estate

- Edo Residence

- J-Unicorn

- R & C

- COLLET

- KAHZ



Twitter



Discord Roll

- Daimyo 32

- Samurai 40

- Ninja 42

- Nomin 61

- Shounin 51



# Edoverse Labs

## Consultation Team in Tokyo

Edo period revival in digital space.

Aiming for a sustainable digital ecosystem that earns money through games and learning experiences.

Be the No.1 Digital Economy to Achieve “Sustainable Play to Earn” Experience in revived Edo-City Meta-verse.

Building a digital economic society where everyone can live “with a hope in the future” with Web 3.0.



