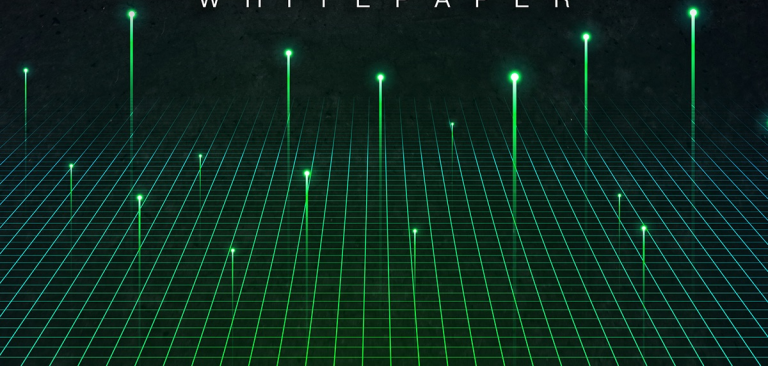# Cloudplay

CLOUDPLAY
WHITEPAPER
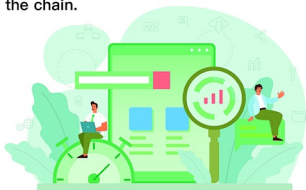
## 1 PROJECT VISION: A SOUL BEFORE THE METAVERSE

Before the metaverse fully takes shape, we believe its soul should first manifest in the real world.

**LAYUYU** is more than just a toy. It is a totem — a symbolic collectible that bridges the physical and digital realms. Created by Cloudplay, a multidisciplinary team of artists and crypto builders based in Australia, LAYUYU embodies a tri-universe system: Art Toy · Physical Identity · On-Chain Access.

LAYUYU aspires to become the world's first high-concept phygital figure, fusing artistic craftsmanship, crypto-native scarcity, and narrative-driven design.

**Born in Australia. Built for the world. Powered by the chain.**
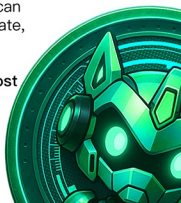
## 2 WHY BINANCE SMART CHAIN (BSC)?

We chose to deploy LAYUYU on Binance Smart Chain (BSC) for several strategic and technical reasons:
- **Low Fees, High Speed:** BSC offers significantly lower transaction costs compared to Ethereum, making it ideal for frequent and lightweight NFT interactions, especially those tied to physical assets.
- **Mature & Secure Ecosystem:** With extensive support for smart contract auditing, asset custody, and developer infrastructure, BSC is a robust foundation for scalable projects.
- **Global Reach:** BSC is supported by a massive global user base, and is natively compatible with major DeFi platforms and tools such as PancakeSwap, Trust Wallet, and MetaMask.
- **Cross-Chain Ready:** BSC's interoperability ensures that LAYUYU can easily expand across decentralized and centralized exchanges like Gate, MEXC, and eventually Binance itself.

**By leveraging BSC, LAYUYU gains speed, security, scalability, and most importantly – global accessibility.**

## 3 ROADMAP

| Phase | Timeframe | Key Milestones |
|---|---|---|
| Concept Launch | 2025 Q2 | Launch LAYUYU creative concept; complete 1st Edition design and prototype |
| Seed Round | 2025 Q3 | Raise $1,000,000 USD; launch Genesis limited edition figures + $LAYUYU Token airdrop |
| IDO & On-Chain | 2025 Q4 | Token listed on PancakeSwap (DEX); enable NFT figure binding mechanism; open secondary market |
| Exchange Listings | 2026 Q1 | Partner with 2 CEX platforms; enable open liquidity and global accessibility |
| Exchange Listings | 2026 Q2 | Launch DAO governance model; initiate LAYUYU Series 2.0 co-creation system |

## 4 TOKENOMICS

- Token Name: **LAYUYU Token**
- Total Supply: **100,000,000 (Fixed, no future minting)**

| Category | Allocation | Vesting Mechanism |
|---|---|---|
| Seed Round (Private Sale) | 10% | 12-month linear vesting |
| Team & Advisors | 15% | 12-month cliff + 18-month linear vesting |
| Community Airdrop & Early Support | 10% | 20% at TGE, remaining over 6 months |
| Ecosystem Fund & Partnerships | 25% | Unlockable after 6 months based on project progress |
| NFT Binding Reserve | 20% | Released proportionally with each batch of figure–NFT binding |
| Public Sale (IDO) | 10% | Fully liquid; used for initial DEX liquidity |
| Marketing & Operational Treasury | 10% | Growth initiatives, PR, licensing, offline retail partnerships |

## 5 FUNDRAISING PLAN & TOKEN USAGE

We aim to raise $1,000,000 USD in the Seed Round by offering 10% of the total token supply (10,000,000 $LAYUYU)

### Allocation Breakdown:

| Category | Amount(USD) | Use Description |
|---|---|---|
| Physical Figure Production | $300,000 | Molds, prototyping, first batch manufacturing, packaging design |
| Blockchain Development & Audit | $200,000 | Smart contract development, locking systems, third–party audits |
| Marketing & Brand Partnerships | $250,000 | KOL campaigns, toy expos, PR launches |
| NFT Binding & Platform Setup | $100,000 | Figure–NFT verification system, marketplace deployment |
| Operations & Legal | $100,000 | Company ops, IP protection, legal entity setup |
| Reserve & Contingency Fund | $50,000 | Liquidity buffer, risk control |

## 6 INVESTOR PROTECTION

**To protect investors and prevent rug–pull behavior, the following mechanisms are implemented:**

- **Transparent Vesting:** All core team and private sale tokens are subject to longterm linear vesting schedules.
- **Token Binding:** Tokens are released only when paired with physical figure verified NFT, ensuring controlled circulation.
- **DAO Authorization:** Ecosystem fund usage requires multi–signature approval and DAO governance vote.
- **Anti–Dump Clause:** Team is restricted from selling any tokens within 90 days post–CEX listing.
- **Independent Audit:** All smart contracts undergo professional third–party audits with public reports.

NFT and Token holders gain verifiable ownership, voting rights, and access to longterm value growth.

**7** OUR CORE VALUE

> "This is not a toy project.
> It's a cultural tokenization movement led by design,
> scarcity, and technology."
>
> "Every LAYUYU figure is a proof of soul
> — tangible, tokenized, timeless."

### LAYUYU Hype Strategy: A 3-Year Phygital Revolution

LAYUYU is not a speculative fad. It's a steadily igniting revolution of symbolic art in the physical world.

We believe that only by simultaneously building across culture, tactile experience, community, and asset design, can a collectible IP evolve into a long-term cultural asset.

## PHYSICAL FIRST: LAYUYU'S REAL—WORLD ENTRY POINT

We've already launched our **first physical activation space** at WildFire Café in Western Australia.

**This hybrid space serves as:**

| | | | |
|---|---|---|---|
| The first-ever LAYUYU character display zone | An exclusive pre-order point for limited edition figures | A live NFT QR verification and demo area | A collector meetup hub for the community |

From Day One, LAYUYU is not a virtual fantasy — it's a tangible evolution, from café tables to crypto wallets, from hand—sculpted art to decentralized governance.

## WHY WILL LAYUYU BECOME A LEADING COLLECTIBLE IN 3 YEARS?

We don't chase hype. We cultivate mythology.

LAYUYU is not the next KAWS in a gallery. It lives in the streets, on—chain, and in your wallet. What you hold isn't just a toy — it's a **cultural identity.**

### Core Growth Drivers:

**Australian Originality:** Unlike factory—style Asian collectibles, LAYUYU is born from Australian art, narrative, and ecology — a reverse export of IP culture.

**DAO—Powered Community:** Early supporters co—create through naming, design, and governance.

**Scarcity + Blockchain Provenance:** Every edition is non—replicable and minted with unique on—chain birth records.

**Real—World Immersion:** Bridging digital assets with coffee shops, toy fairs, and real—life environments.

**Art + Collectibility:** Limited sculptural pieces in the future will be available only to NFT holders — shifting LAYUYU toward fine art status.

**Decentralized Ownership:** LAYUYU will not be controlled by a corporation — it belongs to a creator—powered, community—governed ecosystem. That's Web3 in action.

# Cloudplay

## SEED ROUND INVESTMENT PLAN

**Why Invest in LAYUYU's Seed Round?**
We believe early investors are not just financiers, but co-builders of the bran

**As a Seed Round backer, you will unlock:**

- **20—30% discounted token price** compared to future public sales

- **Joint Builder Status** — a recognized strategic partner role

- **Revenue—sharing opportunities** from figure sales (online & offline)

- Tokens released via **long—term vesting mechanisms**, aligned with platform growth

- Access to **official brand collaboration agreements** and co—branding rights

- Select investors receive **DAO governance rights** for key project decisions

## INVESTMENT STRUCTURE

| Category | Details |
|---|---|
| Target Raise | $1,000,000 USD |
| Round | Seed Round |
| Currency | BNB (Binance Smart Chain) |
| Contract | https://bscscan.com/token/0x8d1F3b9e6c5a8B338E996D549ebeceFD07Ad6C4e |
| Valuation | $5,000,000 FDV (~$0.05 per token) |
| Seed Price | ~$0.035 per LAYUYU Token (up to 30% discount) |
| Vesting | 6—month lockup + 12—month linear release |

**Example:** $50,000 investment = ~1,428,571 LAYUYU Tokens. Tokens unlock gradually as the platform grows.

# Cloudplay

**1** Sign Seed Round Investment Intent Agreement

**2** Complete KYC (individual or company)

**3** Transfer investment amount (USDT/USDC/ETH)

**4** Sign Joint Sales & Distribution Agreement (if applicable)

**5** Receive token lock-up certificate (on-chain + email confirmation)

**6** Join the partner support and unlock schedule program

## VALUE GROWTH & RELEASE SCHEDULE

| Stage | Growth Trigger | Impact | Token Releasev |
|-------|----------------|--------|----------------|
| Phase 1 | Listed on PancakeSwap (DEX) | Price discovery, initial liquidity | Seed tokens remain locked |
| Phase 2 | First CEX Listing | Increased volume, brand traction | Unlock 20%訳30% of tokens |
| Phase 3 | Second CEX + DAO Launch | Ecosystem closure, governance | Remaining tokens unlock linearly |

## REVENUE SHARING PLAN (FOR HIGH-VALUE INVESTORS)

Investors contributing over $50,000 may apply for LAYUYU Channel Partner status and receive

- Exclusive sales allocation (first 30% of each batch)

- 30—40% net profit share on physical figure sales

- Priority rights to co-branded / limited-edition product lines

- Regional representation or retail event hosting privileges

# FAQ:
# How We Protect Investors

✅ Transparent smart contract audits

✅ Locked token vesting to prevent sudden dumps

✅ NFT + physical figure binding to ensure 1:1 authenticity

✅ DAO-based governance on treasury & key updates

✅ Capped fundraising rounds to avoid over-dilution

✅ Regular financial and ecosystem reports

# LAYUYU

IS NOT A TOY YOU SELL.
IT'S A MYTH YOU CO·BUILD.

# 1

## Phase 1: 2025 – The Soul Awakens

- Launch of LAYUYU Genesis Edition: Each figure comes with a bound NFT.
- Opening of the first immersive LAYUYU Experience Space inside Cream & Cocoa Café, Western Australia.
- Creation of the "LAYUYU Habitat", an in-store installation designed to build storytelling and community interaction.
- Launch of global KOL-driven campaigns across TikTok, Instagram, Xiaohongshu, and Discord.
- Begin 1:1 price binding between each Genesis Figure and its equivalent LAYUYU Token — cultivating the first "Soul Holder" community.

# 2

## Phase 2: 2026 – Multiverse Bloom

- Release of LAYUYU Series 2.0: Enhanced design, blind-box mechanism, and dynamic NFT linkage.
- Expansion to global creative hubs: Sydney, Melbourne, Shanghai, Tokyo — through retail collaborations and branded drinks/pop-ups.
- Launch of the DAO Co-Creation Initiative: NFT holders vote on new characters, colors, and totem symbols.
- Appearances at top global toy expos: ToyCon UK, DesignerCon USA, Shenzhen Toy Expo.
- Collaboration with AR/VR platforms to launch LAYUYU avatars in the metaverse.

# 3

## Phase 3: 2027 – From Identity to Infinity

- Debut of LAYUYU Art Collector Series, in collaboration with emerging digital sculptors.
- Launch of the LAYUYU Identity System for DAO voting, member privileges, and exclusive product access.
- Listing of LAYUYU Token on major CEX platforms (e.g., Binance, MEXC, Gate.io).
- Launch of the "Soul Forest" Pop-Up Experience — a global immersive brand activation.
- Introduction of the LAYUYU Collectible Index, tracking rarity, ownership, and market performance of every generation