

ULTRA (UMT) Whitepaper

Bedrock

Ultraman Believes in Your Light.

Vision

Turn Passion into Power, Inherit the Hero's Light.



I. Introduction: Vision & Abstract

1. Abstract

"ULTRA Coin (UMT)" is a fan-driven global IP management movement that combines the globally beloved Japanese massive content IP, "**Ultraman**," with the "**enthusiasm**" of **Web3**. Unlike traditional IP business, where "fans only pay money", the UMT ecosystem offers a new mechanism where fans holding coins can "**contribute to the IP's value enhancement and share the benefits of its growth**". We primarily target the Latin American market, which has high historical and cultural affinity with Japanese content, aiming to "**transform enthusiasm into power**" through digital content, merchandising, and real-life brand experiences.

2. Vision and Mission

- **[Vision]:** To elevate Japan's proud "**Ultraman**" IP into a truly global content powerhouse through fan-driven enthusiasm in the digital age and a robust token economy.
- **[Mission (Our Roles)]:**
 - Maximize IP value through **IP management, operations, and consulting** for Ultraman.
 - Generate revenue and give back to fans through **merchandise sales and content creation** via the UMT ecosystem.
 - Embody the "spirit of a hero" and contribute to society through **sports-focused donation activities**.
 - Establish position and trust in the global content market, starting with the Latin American market.

3. Problems Solved: Fans as the Driving Force for IP Growth

Traditional Problem	UMT Solution
Centralized IP Ownership	By holding UMT, fans own a part of the IP's growth and can directly contribute to its value enhancement.
One-Sided Promotion	Utilize the power of memes and community to achieve enthusiasm-driven marketing, where fans themselves spread UMT as a "symbol of support".
Market Expansion Speed	Dramatically accelerate market penetration in Latin America through rapid distribution of free animated shorts and digital payment (UMT).

II. Token Fundamentals

Token Basic Information

Item	Detail	Notes
Name	ULTRA	Symbolizes a new light and hope
Symbol	UMT	
Total Supply	7.8 Billion	A meme-inspired setting derived from M78 Nebula
Type	ERC-20	Utilizing the reliable Ethereum-compatible standard

III. Token Economy Structure: A Multi-Layer Strategy to Turn Enthusiasm into Value

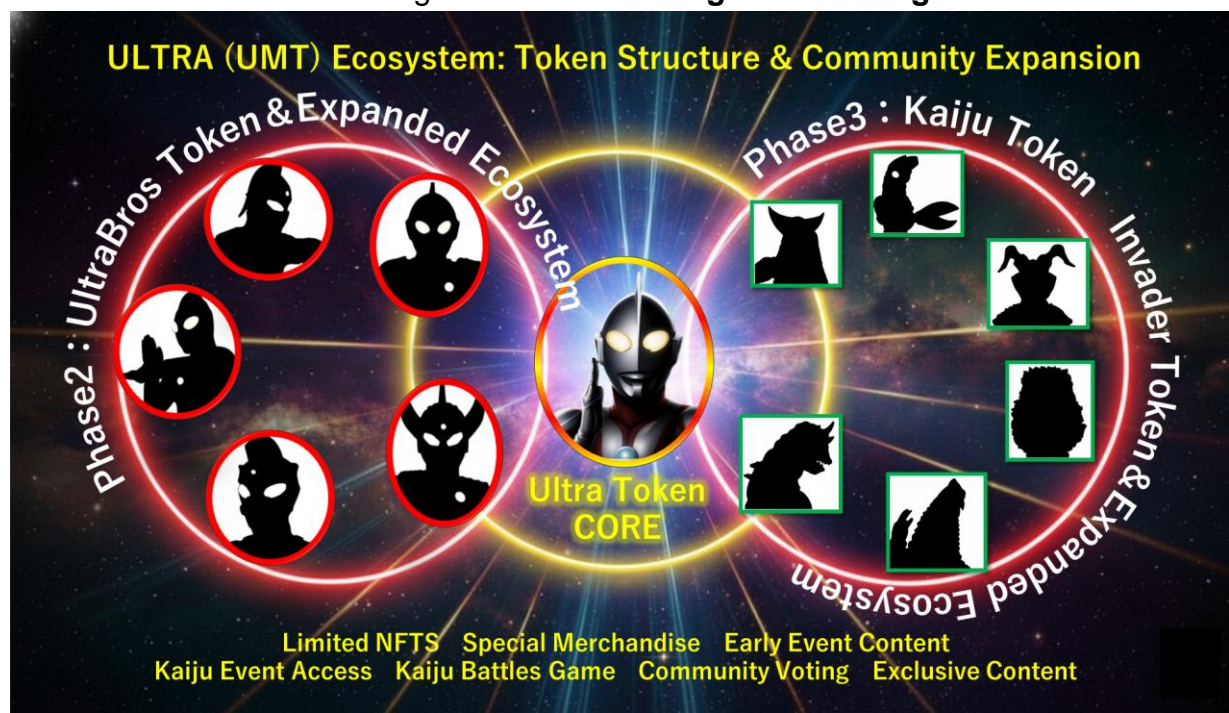
1. Token Economy Construction and Value Return

The UMT project will establish a sustainable "**Token Economy**" linked to the IP's growth. A mechanism will be introduced to directly return a portion of the revenue generated by the project (e.g., merchandise sales, content revenue, broadcasting rights) to enhance UMT's value (e.g., periodic **Token Buyback and Burn**). This will ensure the long-term, dedicated engagement of coin holders with the project.

2. Community Diversity and Multi-Layer Token Deployment

To form a deeper, more enthusiastic fan community that cannot be created with a single base currency, we will implement a multi-faceted token deployment.

- **Role of Parent Coin: UMT**
 - Functions as the overall ecosystem's **Base Currency (Governance & Utility Token)**. It is responsible for value return linked to the entire project's revenue and provides a **Governance (Voting) function** for important community matters.
- **Role of Child Coins: Ultra Brothers Coins and Kaiju Coins**
 - Child Coins (Utility Tokens) focusing on specific characters are responsible for forming and activating **niche, enthusiastic fan communities**.
 - Holding Child Coins serves as a **proof of deep affection** for a specific character, offering special "experiences" and utility, such as limited NFT art and early access to fan events.
 - The ecosystem is synergistically activated by creating opportunities to acquire the Parent Coin through Child Coin **staking and exchange**.



IV. IP Business Strategy and Market

1. Latin American Market Analysis: An Untapped Giant Market

Latin America has a population of approximately 660 million, of which the child population is about 130 million (approx. 20%), making it an untapped giant market with a high cultural and historical affinity for Japanese content.

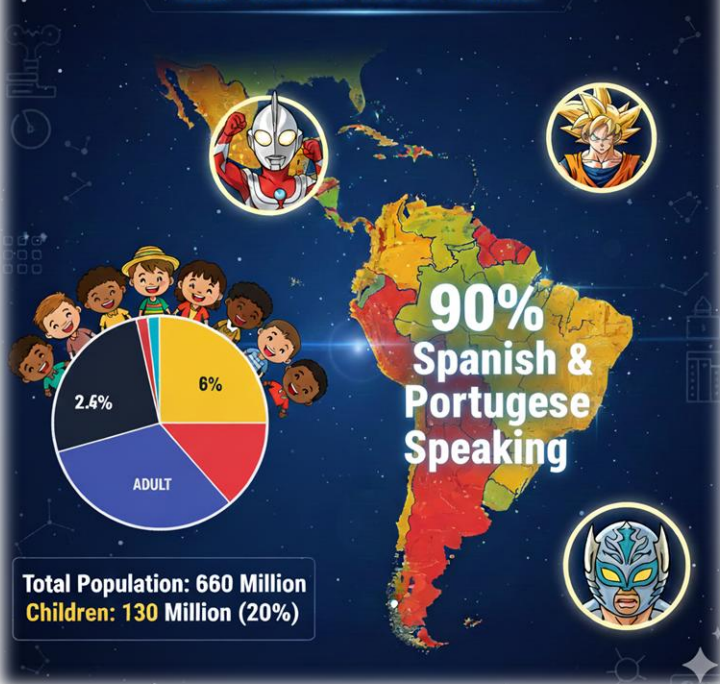
- **Cultural Resonance:** Ultraman has elements that resonate with popular Japanese anime in Mexico (Dragon Ball, Saint Seiya, etc.) and Lucha Libre culture.
- **Localization Efficiency:** Most Latin American countries speak Spanish, simplifying content broadcasting and marketing localization.

2. Global Expansion Plan: Rationale for the 10 Billion JPY Sales Target

We set a **5-year sales target of 10 billion JPY (approx. 77 million USD)** through multi-faceted deployment in Latin America.

- **Basis for the Target:** We aim to achieve the same Ultraman recognition rate in Latin America via television broadcasting as observed among the parent generation (20-59 years old) in North America, which was 11.5% (as of 2016).
- **Pillars of Monetization:** Content revenue (TV broadcasting rights, paid VR/AR content), merchandising (goods, cafes), and token payment fees via UMT.

South American Market Potential



Revenue Target Justification

5-Year Sales Target:
(77 Million USD)



V. Social Contribution and Sustainability

1. Donation Vision: Inheriting the Hero's Spirit

Just as Ultraman protects the Earth's peace, the UMT project aims to be a positive social influence. We believe in the "**power of enthusiasm and hope to improve society,**" as demonstrated by cases of reduced crime rates during global sporting events such as the FIFA World Cup or the World Baseball Classic (WBC). We aim to provide children with dreams and discipline through the inherent power of sports..

2. Donation Mechanism: Sustainable Funding Sources

- **Automatic Funding: 5% of all UMT transaction fees** will be automatically dedicated to a donation-specific wallet.
- **IP Business Linkage:** A portion of revenue from merchandise sales and hero cafe operations will be incorporated into the donation fund.

3. Specific Activities: Investing in the Future through Sports

Donations will focus on supporting children's educational opportunities and healthy growth in the Latin American region.

- **Support Details:** Donation of sports equipment, local dispatch of sports instructors and instructors in Japanese strengths like **animation production technology and Web3/digital technology**, and support for the renovation and operation of community facilities.

4. Reporting and Transparency: Maintaining Trust

Transparency of fund flow will be maintained through the public disclosure of the donation-specific wallet address and **quarterly reports** on activity results and outcomes.



VI. Content Strategy and Roadmap

Content Strategy: The Path to Maximizing IP Value

Phase	Content Type	Purpose and Effect
Initial (Creating Enthusiasm)	YouTube Free Short Videos	Rapid reach to the fan base with no prior interest in cryptocurrency. Emphasize meme elements to explosively spread "enthusiasm" and "sympathy" on social media.
Mid (Strengthening Engagement)	NFT, Smartphone Games (incl. GPS-linked)	Provide utility to coin holders and promote usage within the UMT ecosystem.
Late (Monetization and IP Expansion)	Paid VR/AR Content, TV Broadcast Anime	Secure revenue through advanced technological experiences. Establish the IP as major content through partnerships with major TV networks (Grupo Televisa, TV Azteca, etc.).

Roadmap (Milestones)

VI. Content Strategy and Roadmap

Phase 1: Establishing Enthusiasm and Foundation

Q4 2025

ULTRAMAN Project Start / Token Generation

Multiple CEX Listings

Start of YouTube Free Short Videos



Phase2:Providing Digital Utility

Q2 - Q4 2026

NFT Collection Announcement and Sale Start

Smartphone-based Competitive Game



Phase3:Real-World and High-Tech Experience

Q2 - Q4 2027

Pop-up Store/Concept Cafe Opening

Paid VR/AR Subscription Service Start



Phase4:Becoming Major Content

Q1 - Q4 2029

Original Anime Broadcasting Contract and Series Start with Major TV Network

Project Goal: Contribute to Global and Community Peace

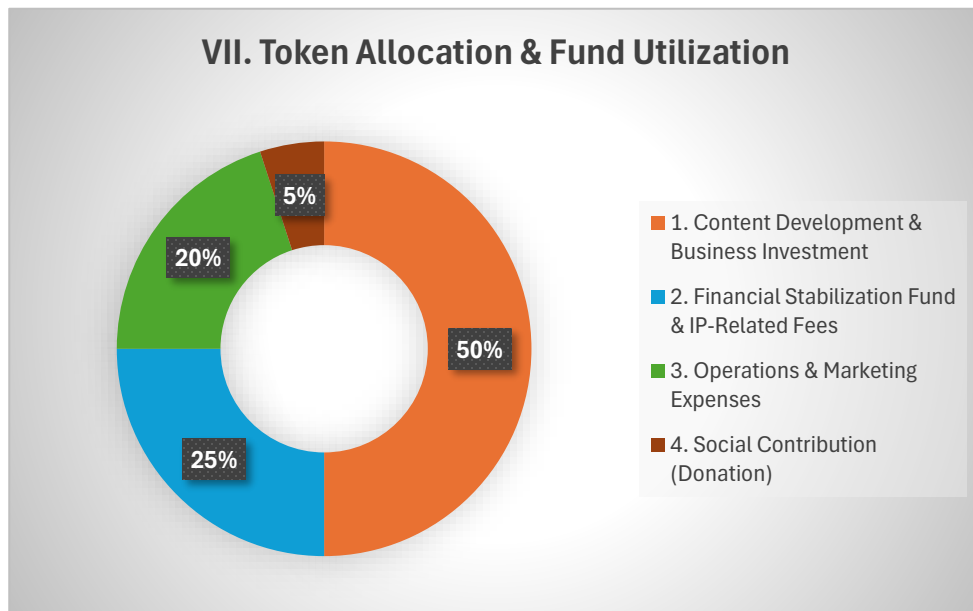
Roadmap (Milestones)

No.	Milestone (Key Objective)	Period	Emphasis
Phase 1: Establishing Enthusiasm and Foundation			
		Q4 2025	[Speed Priority] Immediately deploy free content to act as the catalyst for enthusiasm.
1	ULTRAMAN Project Start / Token Generation	2025.12.01	Establish the management company and securely issue UMT.
2	Multiple CEX Listings	2025.12.15	Ensure liquidity and expand investor access.
3	Start of YouTube Free Short Videos	2026.01.01	Priority content for creating enthusiasm; launch the social media meme strategy concurrently with listing.
Phase 2: Providing Digital Utility			
		Q2 - Q4 2026	[Priority on Non-Physical Delivery] Prioritize digital assets to provide utility to fans globally without time lag.
1	NFT Collection Announcement and Sale Start	2026.04.01	First utility provision via UMT payment.
2	Smartphone-based Competitive Game (incl. GPS-linked/RPG elements) Release	2026.06.01	Strengthen engagement using the IP; aim for large-scale user acquisition in Latin America.
Phase 3: Real-World and High-Tech Experience			
		Q2 - Q4 2027	[Strengthening Brand Experience] Provide core brand experiences and diversify monetization.
1	Pop-up Store/Concept Cafe Opening	2027.06.01	Merchandise Sales and offline community hub; provide digital experience via free AR markers.
2	Paid VR/AR Subscription Service Start	2027.12.01	Strengthen monetization; deploy WebAR for members.
Phase 4: Becoming Major Content			
		Q1 - Q4 2029	[IP Legacy] Solidify the IP's position through collaboration with traditional media.
1	Original Anime Broadcasting Contract and Series Start with Major TV Network	2029.12.01	Maximize IP recognition across Latin America.
2	Project Goal: Contribute to Global and Community Peace	Ongoing	Expansion of donation activities and establishment as a global IP management company.

VII. Token Allocation & Fund Utilization

The total supply of ULTRA Coin (UMT) will be allocated as follows. This distribution aims to inject maximum capital into content development and ecosystem growth, ensuring the long-term sustainability of the project.

Category	Percentage	Detailed Use and Objective
1. Content Development & Business Investment	50%	Direct investment in IP business, including Web3, NFTs, competitive gaming, anime production, merchandising, and concept café operations. To establish the main revenue streams and create utility within the UMT ecosystem.
2. Financial Stabilization Fund & IP-Related Fees	25%	Designated as Reserve to address sudden market fluctuations, ensure stable payment of IP usage fees, and secure long-term IP rights. Held as Corporate Stability to guarantee the project's financial reliability.
3. Operations & Marketing Expenses	20%	Personnel costs for the development and operation teams, and administrative costs for platform maintenance. Includes initial CEX listing fees and promotion expenses for global community expansion.
4. Social Contribution (Donation)	5%	Dedicated to supporting children in Latin America through sports-focused initiatives. This fulfills the " Hero's Mission " outlined in the whitepaper, ensuring the project's ethics and credibility .



VIII. Team

The UMT project is managed by a team with exceptional expertise in content IP business, Web3 technology, and global marketing.

Core Team

[Zoffy, Project Lead & CEO] With extensive experience in the entertainment industry, he has a proven track record of successfully guiding multiple IPs to global expansion. He oversees the UMT project's vision, token economy construction, and leads the overall strategy for maximizing IP value.

[Seven, Chief Technology Officer] An developer of the blockchain project and a security architect specializing in decentralized systems. He guarantees the implementation of the UMT ecosystem (Child Coins, staking mechanism) and the stable, secure operation of the Web3 infrastructure.

[Jack, IP & Content Strategist] Managed content localization and licensing for major IPs targeting the Latin American market at a leading content company. He is responsible for maximizing the potential of the Ultraman IP and overseeing the entire content pipeline, from free animated shorts to TV anime production.

[A, Global Community Manager] A renowned expert in community strategy, with a history of successfully cultivating enthusiasm for multiple Web3 and meme projects. He is tasked with building a fervent fan base, particularly across Latin America, and driving the global diffusion and engagement of UMT.

[TAROU Latin America Market Advisor]: A seasoned professional in content distribution and cultural marketing across the Latin American region.



Ultraman Believes in Your Light.

Community Peace Starts with Your Coin.

Join the Mission.



Thank You for Reading.