UMAROI

Whitepaper

About

UMAROI is an innovative platform that digitizes real-world racehorses as Real-World Assets (RWAs) using blockchain technology.

The traditional horse racing industry has long been an exclusive world, accessible only to a select few wealthy individuals. The high cost of owning a single horse has created an extremely high barrier to entry for the average fan.

UMAROI fundamentally transforms this structure. By fractionalizing the ownership and prize money distribution rights of racehorses as RWAs, we are creating a highly liquid market accessible to all. This democratizes the "horse ownership experience," which was previously limited to a handful of owners.

This project goes beyond simply creating an investment vehicle. It aims to build a next-generation horse racing ecosystem for a sustainable future by integrating mechanisms for community building among NFT holders, new bonding experiences with horses through gaming, and social contribution (ESG) through support for retired racehorses.

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Vision

UMAROI's vision is "to redefine horse racing through the power of finance and technology and to establish the world's first exchange for thoroughbreds." To achieve this grand vision, we have set the following goals:

Democratization of Asset Ownership

We will dramatically lower the barrier to entry for racehorse investment from an average of over 300,000 JPY to an average price of 50,000 JPY per NFT. This opens the door to a new asset class for a wide range of fans and investors, including the younger generation, and promotes new capital inflow into the market.

Establishment of the P&E (Play AND Earn) Economy

We advocate for a new era of "P&E (Play AND Earn)," which fuses the joy of "Play" with the benefits of "Earn," going beyond the simple "Play to Earn" model. We will build a sustainable economy by circulating value created by real-world RWAs with entertainment experiences in the digital space.

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Vision

Continuous Contribution to Retired Racehorse Welfare

We will establish a unique system to allocate a portion of our business revenue to support retired racehorses. By automatically donating 5% of all secondary market transaction fees for Rare NFTs to the "Thoroughbred Aftercare Fund," we will contribute to the care, rehoming, and second careers of retired horses, directly addressing a critical issue within the horse racing industry.

Creation of a Global Liquidity Market

Starting with Japan's JRA and regional races, we will expand to major horse racing markets worldwide. Ultimately, we aim to establish the "world's largest thoroughbred exchange with one million traders," creating a global platform where "anyone can buy and sell the world's horses as NFTs."

Building a Profitable, Vertically Integrated Model

In the future, we will move beyond the NFT exchange business to build a vertically integrated model that generates high returns from the source of the RWAs. This includes operating our own racing club, launching a stallion business centered on G1-winning horses, and selling horses from our own breeding operations, thereby maximizing the value of the UMAROI ecosystem.

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Racehorse Digital Assets as RWA

The NFTs issued by UMAROI are not mere digital data; they are Real-World Assets (RWAs) powered by blockchain technology.

Proof of Legal Rights

Owning an NFT serves as on-chain proof of legal fractional ownership of a real racehorse and the right to receive a share of the prize money it earns. It functions as an immutable digital security, enabling highly transparent asset ownership.

Source of Asset Value

The value of an NFT is directly linked to the real-world performance of its underlying asset—the racehorse. Victories and prize money translate into direct cash flow (dividends) for NFT holders, leading to an increase in the asset's value.

Creating Liquidity Through Fractionalization

We fractionalize the typically indivisible asset of a racehorse into 2,100 NFTs per horse. This allows a broader audience to invest in and own a piece of a horse with a small amount of capital, dramatically increasing the asset's liquidity.
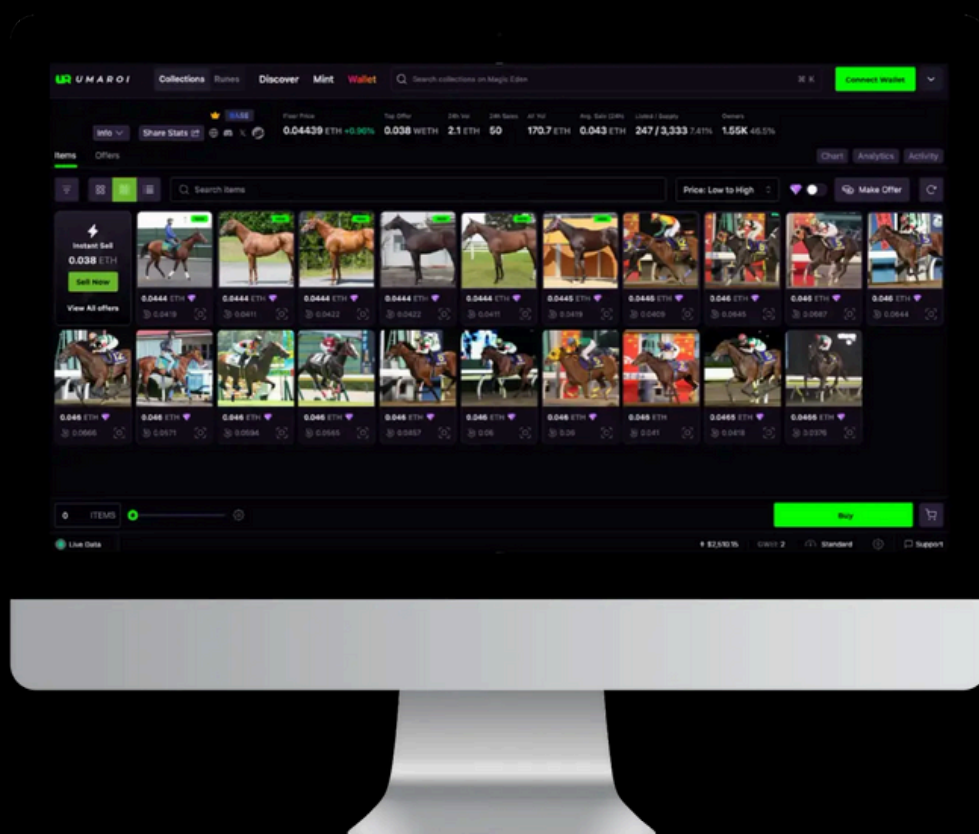
Perpetual Value (Post-Retirement)

A key feature of UMAROI is that the value of the asset persists even after the racehorse retires. An NFT of a retired horse grants its owner the right to participate in the "UMAROI Retire Racing" Web3 game, described later.

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UMAROI Marketplace

The UMAROI Marketplace is a high-speed, low-cost exchange built on the Solana blockchain, where anyone can freely trade racehorse NFTs 24/7.

- NFT Structure and Sales Model
- Market Dynamics Driving Active Trading
- Transparent Fees and Social Contribution
- Diversified Investment through Index NFTs

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UMAROI Marketplace

NFT Structure and Sales Model

- **Common NFT (2,000 units):** Standard-design NFTs traded on an order book system that supports limit and market orders, ensuring high liquidity.
- **Rare NFT (100 units):** Specially designed NFTs, often featuring photos of the retired horse. They are sold via English auction, enhancing their collectible value.

Market Dynamics Driving Active Trading

Like stocks or cryptocurrencies, NFT prices fluctuate constantly, but the driving factors are unique to horse racing:

- **Information Updates:** Latest news on training times, jockey assignments, and gate positions.
- **Events:** Race results and the subsequent distribution of prize money.
- **Expectations:** Valuations based on future potential and pedigree. The frequent updating of this information creates a dynamic market for a diverse range of participants, from short-term traders to long-term holders.

UMAROI Marketplace

Transparent Fees and Social Contribution

- **Secondary Market Fee:** A 1% fee is applied to all Common NFT trades to cover platform maintenance and development costs.
- **Thoroughbred Aftercare Fund:** A 5% fee is applied to all Rare NFT trades, with the full amount automatically donated to the "Thoroughbred Aftercare Fund." All donation histories are traceable on the blockchain, ensuring complete transparency.
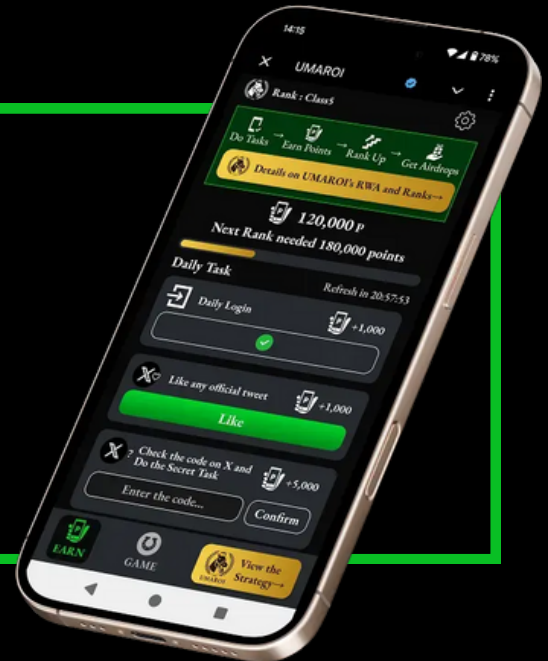
Diversified Investment through Index NFTs

We will offer "Index NFT" products, which are packages of multiple racehorse NFTs. This allows users to achieve the effect of diversified investment across several horses without needing expert knowledge to pick a specific one, enabling them to expect stable returns. This also serves to ensure liquidity for the entire market.

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UMAROI Retire Racing
Web3 Horse Racing Game

"UMAROI Retire Racing" is a new-concept, fully automated Web3 horse racing game where players can earn prize money perpetually using NFTs of retired racehorses.

- ○ **Idle-Growth Asset Concept**
- ○ **Strategic Gameplay**
  - ▪ **Growth & Evolution System**
  - ▪ **Support & Boost Features**
  - ▪ **Hiring Jockeys & Trainers**
- ○ **Jackpot System for a Windfall**

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UMAROI Retire Racing
Web3 Horse Racing Game

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Idle-Growth Asset Concept

Races proceed automatically. By simply owning and entering an NFT, your horse competes in races and earns prize money based on the results. This creates an ecosystem where NFTs function as self-growing, income-generating assets, requiring minimal active player intervention.

Strategic Gameplay

- **Growth & Evolution System:** As a horse competes in races, its stats will grow. Meeting certain conditions allows the NFT to "evolve," dramatically improving its abilities and increasing its rarity and value.
- **Support & Boost Features:** NFT holders can use exclusive items (Whips, Carrots) to support their horse during a race, strategically increasing its chances of winning.
- **Hiring Jockeys & Trainers:** Through in-game purchases, players can hire jockeys for a temporary ability boost or trainers for continuous stat improvement, adding a deeper layer of strategy.

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Jackpot System for a Windfall

The game features a "Jackpot System" that gives all horses a chance to enter ultra-high-stakes races by lottery, regardless of their past performance class. This provides a "dream" scenario where a horse that was not successful in its active career can become a legend in the game, offering every NFT an equal opportunity and a redefinition of its value.
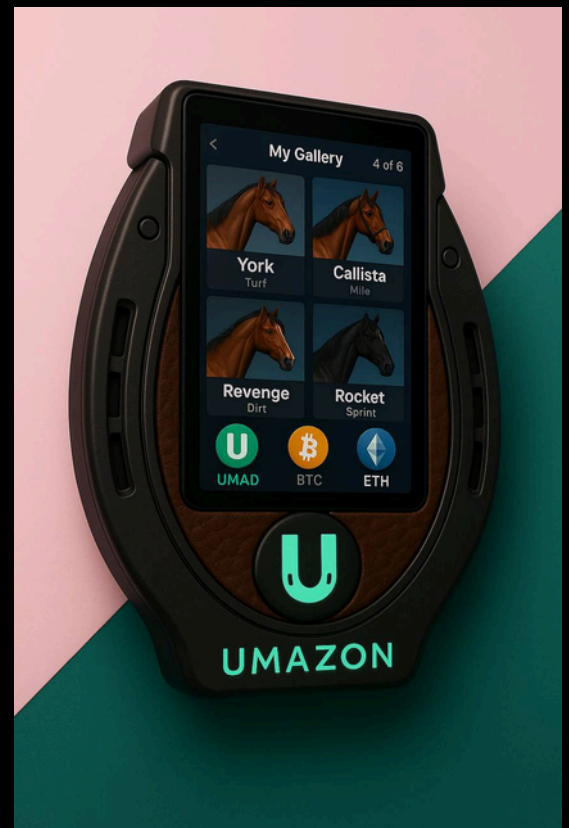
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Prize Money Distribution and Wallet System

UMAROI leverages Web3 technology to deliver a seamless equine finance experience that combines transparency with convenience.

Prize Money Distribution:

The Unique "Charge" System Unlike a bank transfer, prize money earned in a race is directly "charged" to the NFT itself in the form of tokens (e.g., USDT, USDC).

- **Claim at Will:** The owner can claim the charged prize money at any time by clicking a "Claim" button, which sends the funds to their wallet.
- **Added Value for "Prize-Loaded NFTs":** When an NFT is traded, the owner can choose to sell it with the unclaimed prize money still attached. This allows the NFT to retain its value outside the service and potentially be traded on the market as a "prize-loaded NFT."
- **Regulatory Compliance:** This system employs a prepayment scheme in collaboration with an overseas entity, ensuring a secure design that complies with Japan's Fund Settlement Act and Investment Law.

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Community Features and Bonding Experience

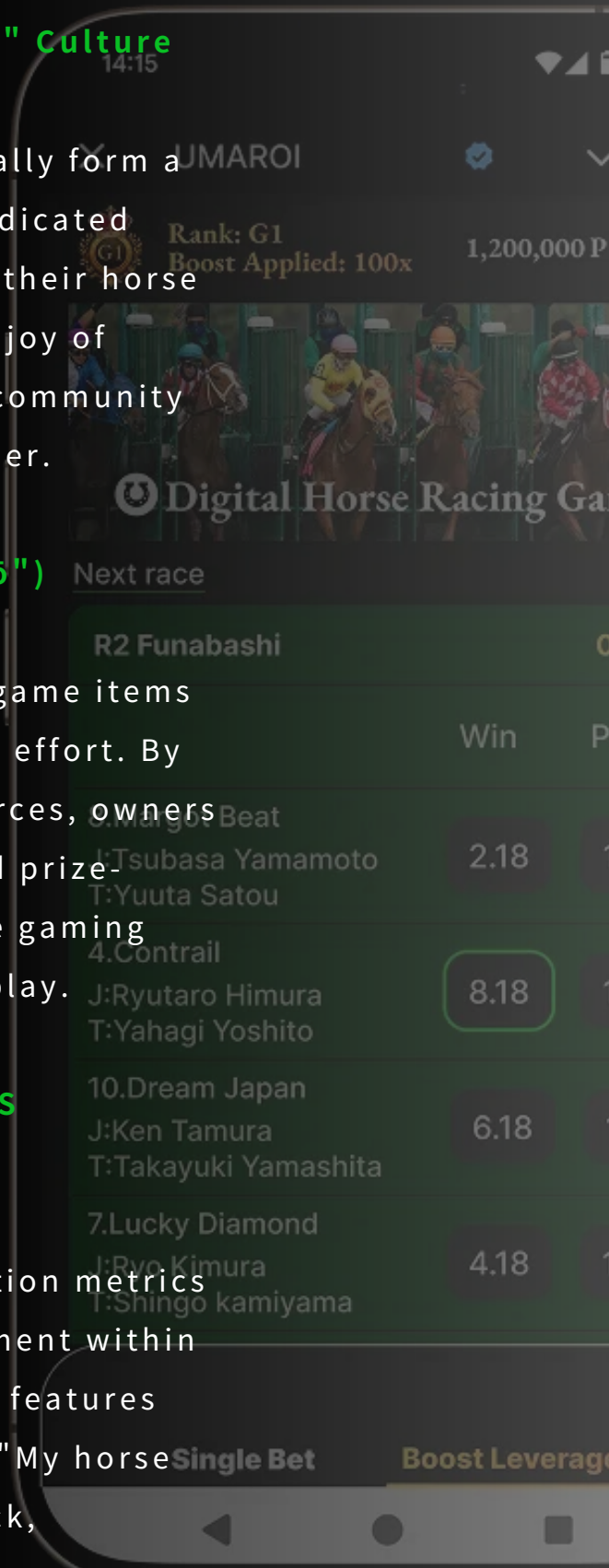## Shared Ownership and the "Our Horse" Culture

Owners of the same horse's NFTs naturally form a team. They can discuss strategies in dedicated communities (forums, chats), cheer for their horse together during races, and share in the joy of victory. This fosters a new form of fan community built around raising "Our Horse" together.

Collaborative Strategy ("Kizuna Kyōtō")

Deciding when, who, and how many in-game items (Whips, Carrots) to use becomes a team effort. By coordinating the strategic use of resources, owners can maximize their token efficiency and prize-winning potential. This is a cooperative gaming experience that transcends individual play.

Visualization of Contributions and SNS Integration

By visualizing owner lists and contribution metrics (optional display), we enhance engagement within the community. We will also implement features that allow users to share victories like "My horse won!" on social media with a single click, expanding the community's reach.

Benefits for Clubs and Horse Owners

UMAROI provides a revolutionary solution not only for users but also for the clubs and individual owners who supply the racehorses, solving longstanding challenges in their business model.

- **Immediate Liquidation and Zero Risk**： UMAROI purchases racehorses from clubs and owners outright, paying the full price upfront. This allows suppliers to liquidate their assets immediately and completely eliminates the risk of unsold shares.
- **Full Delegation of Operational Burdens**： UMAROI handles all user-facing operations after the NFT sale, including member management, customer support, and prize money distribution. This frees clubs and owners from these administrative burdens, allowing them to focus on what they do best: training horses.
- **Guaranteed Stable Cash Flow**： We employ an "upfront fee collection model," where five years of management fees are collected at the time of the NFT sale. UMAROI then pays the clubs and stables monthly on behalf of the owners. This eliminates the risk of late or missed payments and guarantees a highly stable cash flow.

This simple participation structure, where suppliers "only need to provide the horse," revolutionizes the horse racing industry's supply chain and creates a "Sanpō Yoshi" (win-win-win) virtuous cycle that benefits owners (suppliers), clubs (operators), and fans (buyers).

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UMAROI Official Website: https://lp.umaroi.com/ja

UMAROI Official X (Twitter): https://x.com/umaroi_coin?s=21

UMAROI Telegram: https://t.me/+DHVH1ZbhZp0wMmZl

UMAROI Telegram Game: t.me/umaroi_game_bot