Al Blockchain News Media

UPNEWS WHITEPAPER

Press Media Innovation



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BACKGROUND

In today's rapidly evolving media landscape, traditional news platforms often fail to capture the diverse, on-the-ground perspectives of ordinary individuals. While major news outlets focus on large-scale stories, many local and grassroots issues go unnoticed, leaving a gap in the coverage of important community events. Additionally, the prevalence of misinformation and the decline of trust in mainstream media have created a demand for more transparent, accountable news sources.

UPNEWS was created to solve these problems by democratizing the news reporting process. Regardless of their background or location, we provide a platform where anyone can report the news that matters most to their communities. By empowering everyday people to contribute content, we ensure that underrepresented voices are heard and that local issues receive the attention they deserve.

However, with the vast potential of user-generated content comes the challenge of maintaining quality, trust, and credibility. To address this, UPNEWS integrates a decentralized, DAO-driven governance model where contributors, journalists, and community members collaborate to refine and validate content. Our platform employs a rigorous multi-layer verification system, which includes user authentication, transaction validation, smart contract integrity checks, and governance proposal verification, among other security measures. This ensures that every piece of content is trustworthy, factual, and aligned with our values.

At the same time, UPNEWS incentivizes high-quality contributions by rewarding content creators based on the engagement and revenue their work generates. Reporters, journalists, and contributors earn rewards not only for producing valuable content but also for the impact their work has on the platform's audience. DAO members, who play a crucial role in the governance and verification process, also benefit from profit-sharing based on their contributions.

By combining citizen-driven reporting, professional validation, and decentralized governance, UPNEWS offers a transparent, reliable, and inclusive news platform that empowers individuals, strengthens communities, and restores trust in the media.

CHALLENGES

The Challenges of Journalism in South Korea

Korean Journalism faces a significant credibility crisis. In particular, the derogatory expressions often used to describe journalists are fueling distrust in the media. Despite the popularity of journalists who are active in the field, deliver important content in a timely manner, and sometimes even cut to the bone, this crisis of distrust is rooted in several key issues.

As a frequently mentioned issue, many Korean media, like global media, are often biased toward partisanship and lack fairness and impartiality. Many media outlets display strong political bias and tend to favor a particular party that is more powerful. This leads some media outlets to appear all praise or to appear silent about shortcomings.

Another important issue is the collapse of the presumption of innocence. Especially in cases involving celebrities and high-ranking officials, the media often exaggerate stories and fail to uphold the fundamental principle of the presumption of innocence.

In addition, many media outlets that pursue views and clicks prioritize sensationalism over accuracy and in-depth reporting, which not only provides the public with misinformation but also leads to a decline in journalistic standards. Excessive pressure from upper management to increase clicks and maximize profits often leads to unethical practices such as manipulating headlines. The public also plays a role in fueling this vicious cycle. The preference for sensational and easy-to-digest light news is a factor that forces small and medium-sized media outlets struggling with low profits to resort to clickbait rather than in-depth and investigative journalism.

Due to these problems, the public's trust in Korean journalism has been eroded and is constantly declining. However, in order to restore public trust, the media must prioritize fairness, impartiality, and ethical reporting. This requires a shift from sensationalism to journalism that prioritizes thorough presumption of accuracy, respect for the presumption of innocence, and in-depth investigation and evidence.

In addition, media organizations must create a more ethical and sustainable environment for journalists, and the public must have a more discerning approach to news consumption.

CHALLENGES

The Challenges of International Journalism

Journalism around the world faces a number of challenges. The collapse of trust in journalism is a serious concern, driven by the proliferation of misinformation and propaganda, and the growing influence of corporate interests in media ownership. These challenges reflect a broader global trend of public distrust, manifesting in widespread cynicism about the media. Lack of transparency in media ownership and funding models further erodes trust, creating confusion about the authenticity of news. Pressure to generate clicks and maximize advertising revenue leads journalists to prioritize sensationalism and entertainment over in-depth reporting.

This creates a "race down" to journalistic quality, with news increasingly focused on entertainment, blurring the line between news and entertainment, and pushing the competition for viewership over accuracy. The spread of misinformation and disinformation via social media platforms can have a significant impact on trustworthy journalism. Political interference, the influence of corporate interests, and corruption within media organizations can further erode public trust and compromise the integrity of news reporting.

In a world of increasing polarization and stress, people are more easily drawn to content that is entertaining than news, and they avoid information that challenges their beliefs or is uncomfortable. This naturally creates an echo chamber effect where people are exposed only to information that confirms their biases. Addressing these challenges requires a multifaceted approach.

This involves protecting journalistic freedom and safety, promoting ethical and independent journalism, combating misinformation and disinformation, reimagining journalism's business models, and fostering media literacy among the public.

The future of journalism is at a critical juncture, but it also presents opportunities for innovation and reinvention.

By embracing new technologies, strengthening ethical practices, and fostering a public that is not only more informed but also more active producers rather than consumers, journalism will continue to arm citizens with information and play a vital role as a watchdog for communities around the world.

WHAT IS UPNEWS?

UPNEWS envisions a revolutionized media landscape characterized by transparency, decentralization, and community-driven engagement and aims to foster a more equitable and inclusive media ecosystem where the public plays an active role in shaping the news.

Our Mission

The core mission of UPNEWS is to enhance transparency in journalism by implementing a decentralized governance model and encouraging public participation, thereby reducing corporate influence. We strive to promote fairness by providing a platform for diverse voices and perspectives, ensuring underrepresented and marginalized communities have a voice. UPNEWS empowers readers to actively participate in the news creation process by allowing them to verify information, contribute content, and shape the platform's direction. Through blockchain technology and decentralized autonomous organizations (DAOs), UPNEWS aims to create a sustainable and innovative business model for journalism.

This approach will transform the way news is reported, verified, and consumed, making it decentralized, accessible, trustworthy, and innovative.

Our Vision

To be a communication platform for people where voices from the field are heard, no one is left behind, and contributions are made to local development. The media is backed up by ordinary people so the platform is filled with stories that everyone feels like it's their own story.

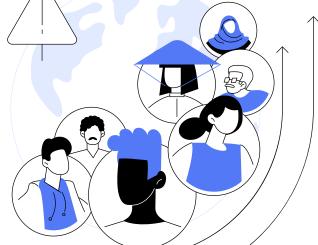
UPNEWS is going to disrupt the traditional journalism landscape by leveraging the power of blockchain and decentralized governance. By focusing on user empowerment, transparency, and trust, UPNEWS will create a more inclusive and democratic news ecosystem.

"

We will not be a media outlet that suits everyone's taste, but a media outlet that everyone can agree.

We will not be a media outlet that supports the powerful, but a media outlet that provides a foothold for the weak.

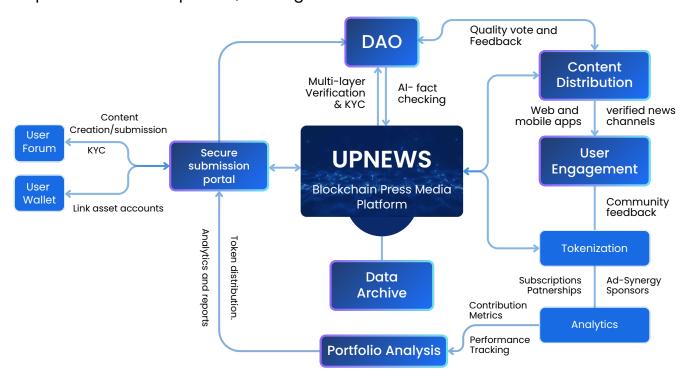




UPNEWS CORE BUSINESS MODEL

UPNEWS is a decentralized AI platform designed to revolutionize journalism by integrating blockchain technology, creating a platform that welcomes journalists, readers, and contributors alike. With an intuitive interface, it simplifies news content creation and verification, which was only on the hands of the editorial team in the past, ensuring transparency and trust through decentralized governance powered by a DAO, resulting in being able to hear from diverse perspectives.

UPNEWS also provides global access to its blockchain-based verification system, ensuring that every piece of content is authenticated by the community, fostering trust in the news ecosystem. Our platform empowers users to participate actively in news verification, content moderation, and governance for unbiased, or equally addressed with possible various opinions, leading to more trust.



<UPNEWS Business Sctructure>

For contributors, our platform offers streamlined tools to publish, verify, and distribute news on a global scale, supported by token incentives and an integrated ad-monetization system. Through token staking and governance participation, users play a crucial role in maintaining the integrity of the content while earning rewards.

For investors and advertisers, the platform incorporates a financial analysis tool, offering insights into market trends and engagement data, ensuring a well-rounded strategy for stakeholders. With built-in blockchain mechanisms for staking and liquidity management, the project ensures sustainability while maintaining financial transparency.

UPNEWS BUSINESS STRUCTURE

Overview

UPNEWS is a decentralized news platform that bridges the gap between professional journalism and grassroots reporting. It empowers ordinary individuals to contribute news materials while ensuring transparency, collaboration, and equitable rewards through blockchain and Al.

1. 3-Steps Content Creation

Field Reporters (Ordinary People)

Individuals from local communities report raw news materials, including videos, photos, and firsthand accounts. They provide valuable leads and content to journalists. They are incentivized based on a post-event evaluation for providing timely and newsworthy information.





Article Writers (Journalists)

Journalists use the raw materials submitted by field reporters to write polished, verified articles. They focus on creating accurate, engaging, and professionally written content and get feedback from DAO. Additionally, if required or recommended by the DAO, journalists can visit the field for in-depth reports or materials (videos, photos, documents, etc.).

Decentralized Governance (DAO)

The DAO evaluates the newsworthiness of submitted materials and approves content for publication.

DAO members ensure platform security, validate transactions, and uphold transparency.

Both journalists and DAO members receive rewards for their contributions.





2. Revenue Generation

Revenue streams include advertisements, reader subscriptions, and partnerships with organizations. Profits are shared between field reporters, article writers, DAO members, and platform operations. Due to the nature of news production where speed is important, DAO members must vote within a time limit of up to 12 hours, and rewards are only paid out if they participate in voting.

3. Post-Publication Engagement and Performance Analysis

After content is published, its performance is continuously monitored through metrics such as reader engagement, feedback, and overall reach. This data is analyzed using AI and DAO input to fairly distribute rewards based on quality, engagement, and contribution balance, rather than relying solely on views. This ensures sensational articles do not disproportionately receive higher rewards. The performance analysis also provides actionable insights for contributors, enabling them to improve future submissions and better serve the community.





4. Al & Blockchain Integration

Al enhances content curation, identifies trends, and assists in filtering spam.

Additionally, Al is utilized for recommending DAO members based on their contributions and activity, evaluating informants' credibility, and analyzing user interactions with published articles to improve engagement and content relevance. Blockchain secures transactions, facilitates transparent reward distribution, and ensures authenticity.

WHY UPNEWS?

In traditional media, the structure is often hierarchical, with major decisions and content curation handled by editors, executives, or central offices. Field reporters and local contributors usually work at the lower levels of this hierarchy, often receiving lower pay compared to in-house journalists or well-known reporters. They might be paid per story, with minimal incentives for the quality or impact of their work. Furthermore, local contributors rarely get public recognition for their work. They often serve as sources of raw information, with larger media outlets repackaging their content under the brand's name, providing little credit to the original reporter. Additionally, in traditional media, reporters don't directly benefit from audience engagement; whether their story performs well or poorly, their compensation remains the same. Revenue generated from views, ads, or subscriptions goes mostly to the media company.

UPNEWS changes this dynamic by allowing not only field reporters but ordinary people to report and contribute to most articles. Through a decentralized autonomous organization (DAO), content is verified by the community, and journalists play a crucial role in editing and refining the stories, diversifying the narratives presented. This system facilitates debate and encourages engagement, allowing everyone to contribute to their local communities and beyond.

UPNEWS empowers local contributors and field reporters to become direct participants in the media ecosystem. Their work is not overlooked; instead, it is verified and rewarded by the community. Contributors earn tokens based on the quality and engagement of their content, meaning anyone can directly benefit from their stories if they resonate with the community or attract attention. However, rewards are not distributed solely based on views. Other evaluation factors, such as AI analysis and DAO scores, also play a crucial role. This ensures that sensational articles do not receive disproportionate rewards, as the system balances factors like reliability, depth, and contribution to public discourse. By integrating these balanced evaluation mechanisms, the platform incentivizes contributors to produce impactful and meaningful content while discouraging clickbait or low-quality submissions.

Moreover, UPNEWS offers a more equitable model where anyone can contribute, and rewards are not dependent on seniority or position within a media organization. Local contributors can earn as much as, or even more than, high-profile journalists, depending on how well their work is received. Since content is published and verified in a decentralized manner, contributors maintain ownership and credit for their work. They are publicly recognized on the blockchain, ensuring transparency and proper attribution for their contributions.

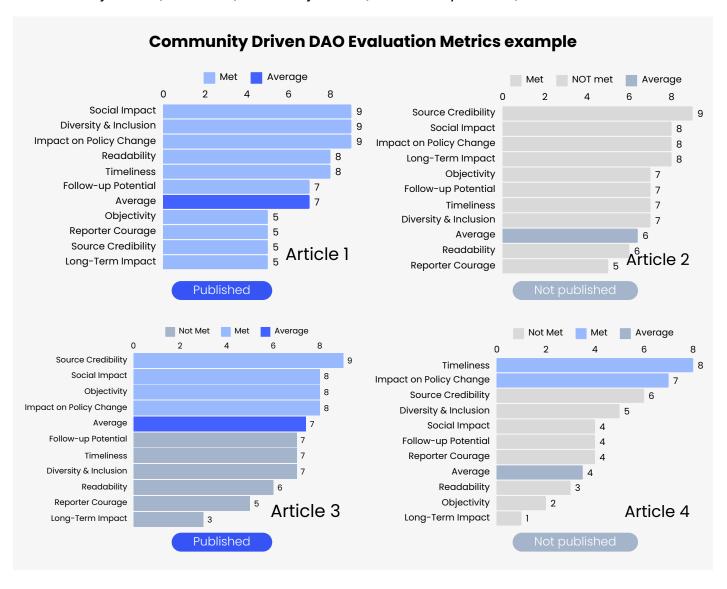
AI-Driven DAO Mechanism

1. Quality-Based Incentive Model

This model enables the content to be judged fairly thanks to a combination of AI-based evaluation and community moderation. This ensures the criteria for "quality" are well-defined, transparent, and measurable.

2. Al-Driven Content Moderation

Al models are already used successfully in detecting clickbait, misinformation, and low-quality content across major platforms. Platforms like Google and YouTube use algorithms to reward informative and educational content. Al will only work to evaluate DAO activities to ensure that quality metrics are not gamed, so that the platforms works with a balance between objective (Al-driven) and subjective (community-driven) metrics.



According to the metrics and DAO's ratings, article publication will be determined based on the following criteria:

- → If the average score is 7 or above, the article will be published after passing.
- If any item has a score of 5 or below, the article will be published with the marked score.

UPNEWS establishes these metrics and standards as guidelines for successful platform operation. For example, **Article 1** receives approval for publication because it has an average score above 7 and no items below 5. **Article 2** does not have any items below 5 but has an average score below 7, so it requires a review request. **Article 3** has an average score above 7, but with one or more items below 5, it is published with those lower-rated items disclosed. **Article 4** has an average score below 7 and contains items below 5, so a review request is needed.

The evaluation metrics effectively assess the quality of articles and the evaluation process, with higher scores reflecting higher quality. As transparency increases, readers gain a better understanding of the quality of articles and the evaluation process, thereby building trust. The data collected from these metrics enables data-driven improvements, identifying areas to enhance journalism practices and DAO decision-making. Through this, UPNEWS aims to provide high-quality, reliable content for the community, offering clear and thorough guidelines to DAO members, which will be continuously adjusted over time.

Evaluation metrics

Readability	Assesses the clarity and ease of understanding of the article
Social Impact	Evaluates the article's contribution to a social cause or its potential to drive positive change
Objectivity	Assesses the article's impartiality and freedom from bias
Follow-up Potential	Evaluates the article's potential to generate further discussion, investigation, or action
Reporter Courage	Recognizes the potential risks taken by the reporter in gathering and publishing the information
Timeliness	Evaluates how promptly the article addresses relevant events or developments, ensuring it meets the community's need for up-to-date information
Diversity & Inclusion	Evaluates the article's representation of diverse perspectives and its sensitivity to marginalized communities
Source Credibility	Assesses the reliability and credibility of the sources used in the article
Impact on Policy Change	Tracks the article's impact on public policy or decision-making.
Long-Term Impact	Measures the article's lasting impact on public discourse and social change over time

These indicators may be adjusted, modified, or removed during the ongoing process of improving evaluation criteria or in accordance with the journalistic code of ethics and Korean journalism practices.

OUR SOLUTIONS

UPNEWS aims to revolutionize the news industry by solving the overall challenges of journalism.

1. Empowering Ordinary People

UPNEWS redefines traditional journalism by providing a platform for ordinary people who often feel barriers to entry in mainstream media channels. Traditional media frequently focuses on celebrities or commercially appealing content, leaving local stories and issues around us unnoticed. With UPNEWS, anyone can become a "field reporter," easily sharing underrepresented stories from the field and earning rewards for their contributions. For instance, individuals can highlight issues requiring assistance or action, such as homeless shelters, abandoned dog rescue centers, or dangerously neglected steel structures. They can also share stories about local events, culture, grassroots movements, or heartwarming tales. Additionally, real-time events can be reported, where ordinary citizens share photos, videos, and testimonies directly from the scene. This firsthand information provides an initial explanation before traditional media gathers news materials, enabling the rapid delivery of breaking news immediately after incidents occur. This method of reporting democratizes the flow of information, allowing the general public to take on part of the media's role and raising awareness about topics that are often underrepresented or marginalized. It also fosters a sense of ownership and engagement in the news process, empowering individuals to shape the dialogue surrounding their own communities.

2. Incentivizing High-Quality Reporting

One of UPNEWS's key innovations is a reward system that uses blockchain-based tokens to incentivize the creation of accurate and valuable content. Unlike other platforms where contributors may submit low-quality or misleading content for views, UPNEWS links financial rewards to reliability and engagement, preventing this behavior. Contributors earn tokens by having their content evaluated for accuracy and newsworthiness within the community, with higher credibility and engagement leading to more tokens. Additionally, contributors are only rewarded for submitting trustworthy news items, naturally reducing fake news and low-quality content. This system fosters a stronger news ecosystem, motivating both experts and citizens to report local events.

3. Decentralized Review and Refinement:

UPNEWS uses the DAO model to review and curate content. A DAO is a blockchain-based system that allows the community to collaborate and make decisions without central authority. When a draft article is submitted, DAO members review it, vote for or against the content, evaluate it based on set criteria, and provide feedback. Instead of a single editor making decisions, the DAO enables decentralized governance, allowing diverse opinions to contribute to content selection, minimizing the risks of bias or central control, and leading to a democratic process. Additionally, before articles are published, the community collaborates to improve and refine them, ensuring they meet journalistic standards. This process helps maintain high-quality output while encouraging community engagement.

In this process, the following mechanisms are implemented to prevent bias, centralization, and manipulation by the DAO.



Various governance structures Limit the influence of large token holders by distributing voting rights equally among a wide range of users. This can be done through quadratic voting or limiting the maximum influence of one voter.



Active Participation Incentives Reward active and diverse participation in governance by giving more weight to consistent and engaged users over time than to early, large token holders.



Distributed
Verification and
Auditing

Use a random and transparent audit process where independent DAO members cross-verify governance decisions to prevent collusion and bias.



Punishment for malicious actions

Introduce penalties, such as slashing staked tokens, for DAO members who act maliciously or attempt to manipulate voting results.



Ongoing recruitment and training

Continuously recruit new DAO members from diverse backgrounds and provide education on unbiased decision–making to ensure diverse perspectives and prevent concentration of power.

4. Expert Verification for Trustworthiness

Unlike decentralized platforms that rely entirely on user-generated content, UPNEWS ensures the accuracy of content by involving professional journalists in the verification process. After the DAO approves the article, professional journalists verify the facts through on-site visits, witness interviews, and cross-checking information with official sources, thereby increasing the credibility of the content. Through this, UPNEWS maintains a balance between grassroots media and verified content, and encourages contributors to trust and rely on the platform's high standards. This approach acts as a safety net for journalism that prevents contributors from distorting or omitting information and prevents errors.

5. Comprehensive News Channel

UPNEWS creates an inclusive and comprehensive news ecosystem by combining grassroots reporting, community-based improvement, and expert verification. By combining citizen journalism with professional journalist oversight, we bridge the gap between informal, community-driven news and the trusted reporting of traditional media, allowing voices to be heard from a wide range of individuals, from ordinary citizens to trained journalists. We also provide a sustained spotlight on marginalized groups, such as homelessness, social justice issues, and animal welfare, that are often overlooked by mainstream media, and we foster inclusion and encourage diversity in our regions and communities by ensuring that local stories get the attention they deserve.

MEMEBER BENEFITS OF UPNEWS

Transparency and Trust

Through a decentralized community, verification is ensured, transparency is guaranteed, and the likelihood of incorrect or distorted information being circulated is reduced.

Accurate and Diverse Content

The decentralized model encourages diverse viewpoints and ensures that only verified, high-quality content is published.

Incentives for Participation

Users receive tokens as rewards by contributing articles or materials, reviewing content, and participating in the platform.

Empowered Decision-Making

Through active participation, users have a voice in platform decisions, contributing to a more democratic and user-driven experience.

Global Accessibility

As a blockchain-based platform, UPNEWS can be accessed globally without restrictions, allowing for a more inclusive and broad user base.

Security and Privacy

Through the decentralized system of blockchain, data and personal information are protected, ensuring dual protection in accordance with journalistic ethics guidelines.

Community Engagement

Users can debate and exchange ideas with a diverse network of critical thinkers in dynamic forums, fostering collaboration, intellectual growth, and shared learning.

FAQS

Who is UPNEWS for?

UPNEWS is designed for journalists, content creators, fact-checkers, and readers who value transparency and accuracy in news reporting.

How does the DAO govern the platform?

The DAO enables community members to vote on key decisions, manage content moderation, and ensure fairness in the platform's operations.

What prevents the DAO from being biased or manipulated?

Checks like diverse token distribution, voting limits, and penalties for malicious actions ensure balanced governance and minimize bias.

What happens if a DAO member acts maliciously?

Bad actors face penalties like token slashing or removal from governance, ensuring platform integrity.

What roles do \$UNWS play?

\$UNWS acts as a mechanism to enhance community engagement in project development, providing an ad. UPNEWS community members who purchase a certain amount of \$UPNEWS tokens are given priority to obtain unique benefits from startup projects for their early contributions. Those interested in participating in our IDOs are required to complete Know Your Customer (KYC) procedures.

How does UPNEWS ensure the credibility of news articles?

Articles are verified by the community through a decentralized process, with blockchain records ensuring transparency and accuracy.

Can anyone submit news to UPNEWS?

Yes, anyone can submit news, but articles are subject to a community verification process to ensure quality and credibility.

How can I participate in the future growth of UPNEWS?

Users can join the DAO, contribute to content, and engage with the community to help shape the future of UPNEWS. Users can also join the community to provide ideas.

MARKETING AND GROWTH STRATEGY

Community-Driven Growth

UPNEWS will run community events, AMA sessions, and bounties where users can contribute content, verify news, and participate in DAO governance to earn rewards.

Content and Contributor Incentives

Our platform will establish a tiered reward system for verified news content, with bonuses for exclusive stories, timely updates, and high-engagement pieces. Also, we will allow contributors to stake tokens to enhance credibility and earn more.

Strategic Partnerships and Advertising

We will collaborate with blockchain companies, DeFi platforms, and traditional content providers like Naver, to integrate newsfeeds and promote cross-platform engagement. Additionally, we will leverage programmatic ad integration to generate revenue.

Exclusive News and Insight

UPNEWS will partner with industry experts and analysts to produce exclusive reports, interviews, and research that can only be accessed through the platform and provide early access to high-impact stories for premium subscribers.

Gamification of User Engagement

We will implement a leaderboard, challenges, and daily tasks where users can earn tokens for activities such as verifying news, sharing content, or voting in DAO governance.

Influencer and ambassador Programs

We will recruit influencers, thought leaders, and crypto content creators to become platform ambassadors and offer them incentives such as tokens, revenue shares, and early access to new features.

Localized Marketing and Global Expansion

Starting from local areas in South Korea, we will create localized versions of the platform and content to cater to various language-speaking communities and run targeted campaigns in regions with high crypto adoption.

DAO Member Recruitment and Education

UPNEWS will host educational webinars, tutorials, and workshops on how to participate in the DAO, the benefits of decentralized governance, and how it helps maintain platform integrity.

Cross-Platform Integrations

Collaborate with popular wallets, exchanges, and DeFi platforms to allow users to access UPNEWS without leaving their preferred tools. Offer API access to embed newsfeeds or verification features on third-party platforms.

REFUND POLICY FOR INVESTOR PROTECTION

To ensure a secure and trustworthy experience for our investors, we understand the risks involved in the blockchain space and are dedicated to providing a safety net. As part of our commitment to investor protection, we offer a two-week refund window for all investments made on our platform.

If an investor decides to withdraw their funds, they have the option to do so within the first 14 days of making the investment. This flexibility helps investors feel more confident, knowing they can adjust their strategy or reconsider their decision if needed.

The goal of this policy is to offer a level of risk mitigation while fostering trust and transparency. We believe that giving investors the ability to change their minds or reconsider their investment strategy is an important part of encouraging responsible participation in our platform.

To ensure a hassle-free process, the refund mechanism will be automated and transparent, providing investors with a straightforward way to withdraw their funds.

By offering this two-week refund policy, we aim to provide a more secure investment environment, ensuring that our platform continues to uphold ethical practices while creating a reliable space for investors.

INFORMANT PRIVACY PROTECTION POLICY

UPNEWS prioritizes the protection of the informant's personal information and uses the personal data provided solely for the purpose of following up with and rewarding the informant with tokens.

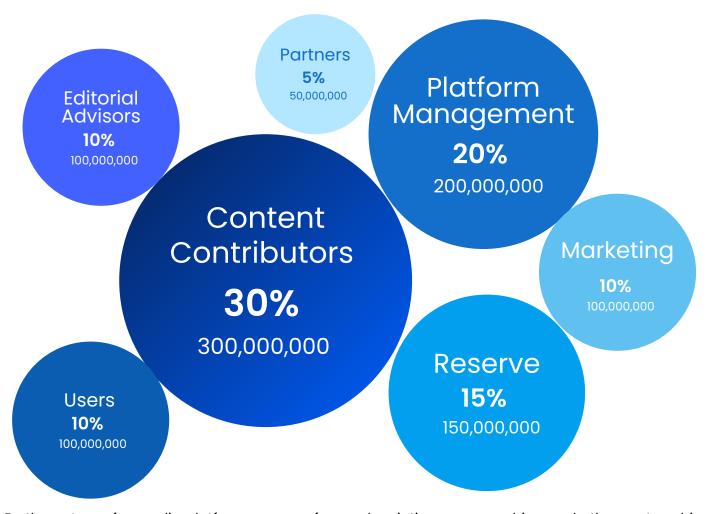
After completing the KYC procedure, the informant's personal information will be securely managed throughout the process and stored for one year, after which it will be securely deleted. All necessary measures are taken to ensure the informant's safety and privacy, safeguarding their identity throughout the entire process.

Additionally, informants are thoroughly educated and informed about the potential risks and consequences of exposing their information and the possibility of identity leaks. We provide comprehensive pre-submission training to ensure they are fully aware of the ethical considerations involved.

Our policy emphasizes that even if an informant expresses a desire to disclose their identity, we will still adhere to our rigorous ethical standards. This includes providing clear instructions and obtaining explicit consent before any personal or identifying information is shared or made public. Furthermore, we make it a priority to provide guidance on how to protect their privacy and safety throughout the process, particularly when dealing with sensitive or high-risk situations.

Through ongoing education, transparent communication, and strict adherence to ethical standards, we strive to maintain the highest level of protection for our informants. Our commitment to safeguarding personal information goes hand in hand with our dedication to upholding journalistic integrity and ensuring the safety and privacy of those who contribute to the platform.

UPNEWS TOKENOMICS



By the nature of a media platform, revenue from subscriptions, sponsorships, and other partnerships will also facilitate and nurture the ecosystem, helping to attract a larger user base. These revenues can be reinvested into the platform, further enriching the tokenomics model.

Token Symbol	\$UNWS
Purchase Method	BTC, ETH
Presale	TBA
кус	Yes
Whitelist	Yes
Total Supply	1,000,000

The marketing budget will be allocated towards salaries for the development and support teams, marketing and outreach efforts, as well as research and development initiatives.



ROADMAP

UPNEWS will lay the foundation for a revolutionary decentralized media platform powered by advanced AI and governed by a community-driven DAO structure. UPNEWS aims to redefine journalism by empowering professional and citizen journalists, providing a transparent and inclusive platform to amplify unheard voices, and fostering global connections through impactful storytelling.

2025



Q1

- · Initial Website AI Development
- DAO governance setup
- Partnership Formation
- Advertiser integration
- · Community building



Q2

- Platform BETA launch and Testing
- DAO Member recruitment Campaign
- Informant Report Route(Social media)
- · User Education & Onboarding
- Mobile App Development



Q3

- Korean Exchange Listing
- Official Platform Launch
- Platform AI Improvements
- Partnerships with Ambassadors and Influencers
- **Fundraising Event**



- Global Exchange Listing
- Global Outreach Program
- Official Mobile App Launch
- Onboarding Professional Journalists
- Marketing Push
- **DAO Governance Expansion**



2026



Q1

- Increased Contributor Recruitment
- · Scaling Up and Global Expansion
- AMA (user feedback)
- · Loyalty Programs for Users and **DAO** members

- Global Exchange Listing
- Collaborations with NGOs
- Annual Mentorship Program
- Multilingual Support and Launch of Articles in Selected Languages

Q3

- Platform AI media Development (videos, podcasts)
- Global Media Partnerships
- Local Focus Month Program Launch

4

3

Q4

- Annual Impact Report
- Continous Platform Optimization

DISCLAIMER

Our Al-powered platform, UPNEWS, integrates blockchain technology to revolutionize journalism and create an inclusive space for journalists, readers, and contributors. By simplifying the creation and verification of news content through an intuitive interface and ensuring transparency and trust via DAO-driven decentralized governance, UPNEWS aims to embrace diverse perspectives.

The information provided on the UPNEWS platform is for general informational purposes only. While all content is shared in good faith, we do not guarantee the accuracy, adequacy, validity, reliability, availability, or completeness of any information presented. Users are strongly encouraged to independently verify any information they rely on from the platform.

The content provided on UPNEWS does not constitute legal or financial advice and should not be used as such. For specific legal, financial, or professional concerns, users should consult with qualified experts or advisors.

UPNEWS supports blockchain-based verification systems to ensure that content can be authenticated by the community. However, any risks arising from user activities on the platform remain the sole responsibility of the user.

Under no circumstances shall UPNEWS, its directors, employees, or partners be held liable for any direct, indirect, incidental, or consequential damages resulting from or related to the use of the platform.

We reserve the right to modify or update this disclaimer at any time. Any changes will be reflected with an updated "Last Updated" date, and the revised disclaimer will take effect immediately upon publication.

By accessing and using the UPNEWS platform, you acknowledge and agree to the terms outlined in this disclaimer.

Last Updated: 1. 24. 2025