

SAGGA

Whitepaper V1.1

Empowering Creative Visions Through Web3



1. Introduction

THE TOKEN THAT'S BUILDING, NOT JUST PROMISING.

SAGGA offers a token with tangible, real-world utility, supporting the actively developing *Cesaga* intellectual property during the presale. Secure your position early and benefit from our tiered development approach, ensuring continuous progress and value creation within the Cesaga universe. Don't just invest in a promise; invest in a project that's already building.

Learn more about Cesaga at www.cesagaworld.com

SAGGA is the utility token for a multifaceted entertainment project centered around the compelling narrative universe of **Cesaga**. It aims to build a strong community through Web3 integration, including GG token utility, digital collectibles (NFTs), and potential metaverse experiences, all focused on the Cesaga IP which encompasses **comic books, novels, animation, games, music (soundtracks and OST albums), and film**. Driven by shared work experience and business acumen, our team has forged a strong partnership with **Avell Studio**, the creators of Cesaga.

Why Cesaga? Avell Studio possesses a captivating original IP known as **Cesaga**, rooted in rich Southeast Asian folklore. Since its inception in 2007, Avell Studio has demonstrated unwavering dedication to Cesaga, persevering through funding

challenges and periods of hiatus. Recognizing the immense potential of Cesaga's unique content and the transformative power of cryptocurrency, both our teams have aligned on a vision to expand this IP into novels, animation, games, music, and film, seamlessly integrating the SAGGA token to fuel this exciting transmedia journey.

2. Problem Statement

Traditional funding and engagement models for creative projects, particularly in areas like independent comic book publishing and early-stage IP development, often face challenges such as:

- **Limited Access to Capital:** Securing initial funding for independent creative ventures like the expansion of the Cesaga IP can be difficult, often relying on traditional publishing deals or personal investment.
- **Delayed or Limited Fan Engagement:** Traditional models may not offer early supporters direct participation or tangible rewards tied to the Cesaga project's development and success.
- **Lack of Ownership and Benefits for Early Supporters:** Fans who believe in the Cesaga universe from its inception may not have direct mechanisms to benefit from its growth and wider adoption.

3. Project Vision

The vision is to cultivate a globally resonant and deeply immersive story world built upon the foundation of the **Cesaga intellectual property**, powered by the SAGGA (GG) token. By strategically leveraging blockchain technology, SAGGA aims to revolutionize fan engagement and ownership within the Cesaga ecosystem, fostering a sustainable environment that richly rewards both the creators and the early supporters of the Cesaga universe. This includes ambitious plans to expand the **Cesaga IP** across a diverse range of media formats, encompassing comic books, novels, animation, film, games, music, and potential integration into burgeoning metaverse experiences, all fueled by the utility of the GG token.

4. Project Features

- **Integrated Cesaga Web3 Platform (Powered by SAGGA):** A dedicated online hub designed to foster a vibrant Cesaga community. This platform will seamlessly integrate the SAGGA token for various utilities within the Cesaga ecosystem, host an exclusive NFT marketplace for Cesaga digital collectibles, and offer engaging interactive experiences for users.

- **Core Cesaga Comic Book Series:** The Cesaga universe will initially be brought to life through a compelling manga-style comic book series developed by Avell Studio. This series will serve as the narrative foundation for the broader Cesaga ecosystem, with the GG token providing utility within it.
- **Strategic Cesaga IP Expansion (Powered by SAGGA):** Plans are in place to strategically expand the **Cesaga** narrative across a diverse range of high-quality media formats, including novels, animation, films, games, and music. This expansion is designed not only to broaden the reach and appeal of the Cesaga universe but also **to generate sustainable profit streams that will prolong and strengthen the Cesaga ecosystem**, powered by the GG token for various utilities.
- **Strong Community Engagement Initiatives:** SAGGA is committed to building a **strong** and active community around the Cesaga IP through consistent engagement on key social media platforms, participation in relevant events, and the creation of interactive platforms that encourage user involvement and feedback, rewarding participation with the GG token.
- **Engaging SAGGA Mascots:** Panji and Maya, beloved mascots originating from **Avell Studio's** intellectual property, will be integral to community engagement within the Cesaga ecosystem. They will be featured in official emojis, stickers, and GIFs (available via provided vaults) and will be the focus of community design contests on Telegram, rewarding participants with SAGGA tokens.

5. Tokenomics

- **Token Name:** SAGGA
- **Token Symbol:** GG
- **Total Supply:** 5,000,000,000 (5 Billion) GG
- **Blockchain:** Binance Smart Chain (BEP-20) - Chosen for its low transaction fees and fast processing times.
- **Token Distribution:**
 - Presale: 60% (3,000,000,000 GG)
 - Team: 2% (100,000,000 GG)
 - Marketing: 7% (350,000,000 GG)
 - Development: 5% (250,000,000 GG)
 - Staking: 4% (200,000,000 GG)

- Airdrop & Rewards: 2% (100,000,000 GG)
- LP: 20% (1,000,000,000 GG)
- **Presale Details:**
 - Stages: 7
 - Stage 1: 300,000,000 GG - Price: \$0.001
 - Stage 2: 300,000,000 GG - Price: \$0.002
 - Stage 3: 400,000,000 GG - Price: \$0.003
 - Stage 4: 400,000,000 GG - Price: \$0.004
 - Stage 5: 500,000,000 GG - Price: \$0.005
 - Stage 6: 500,000,000 GG - Price: \$0.006
 - Stage 7: 600,000,000 GG - Price: \$0.007
 - **Presale Vesting:** Tokens purchased during the presale will be subject to a vesting schedule of 25% released weekly over four weeks.
 - Presale funds will be used for development and marketing of the Cesaga IP.
 - **Liquidity Pool Pairing:** Approximately 60% of the total amount potentially collected from the presale will be allocated for pairing with 20% of the total GG supply to establish initial liquidity on a decentralized exchange (DEX). This liquidity pool will be locked for 2 years and will be extended accordingly to the project's development.
 - **Total Potential Collection (if all stages succeed): \$13,600,000**
 - **Estimated Launch Price: \$0.008 per GG**
- **Launch Schedule:**
 - The token will be launched in within 7 days' time after the successful conclusion of the presale.
 - If the hard cap isn't reached within a year, the project team will adjust the roadmap and budget based on the amount collected and announce it on social media.
- **Token Utility (within the Cesaga Ecosystem):**
 - **Fueling Cesaga IP Growth:** GG tokens will be instrumental in funding the expansion of the Cesaga IP across various media, including comic books, novels, animation, films, games, and music, directly contributing to the project's development and reach.

- Exclusive Cesaga Merchandise and Premium Access: Holders of GG tokens will benefit from a **15% discount** on official Cesaga merchandise. Furthermore, subscribing to our **Premium Membership** tier unlocks a range of exclusive benefits, including:
 - Early Content Access: Receive updated comics and novels **3 days prior** to public release.
 - Bonus Digital Content: Access comic filler material, digital artbooks, and the author's personal insights.
 - Exclusive Digital Assets: Download high-resolution wallpapers for desktop and mobile devices.
 - Limited Edition Products: Receive curated quarterly product sets available only to premium members.
 - **Governance Participation:** Gain the ability to stake GG tokens to earn SAGGA Governance Tokens (SGG), granting voting rights on polls for comic filler and short animation development.
- Staking Rewards for GG Holders: Participants can stake their GG tokens to earn a passive reward of **1.5% of their staked amount in GG tokens per month, subject to the availability of tokens within the staking pool.**
- **Value Accrual through Buyback and Burn:** **5%** of the net profits generated from successful Cesaga projects will be strategically utilized for token buyback with the following breakdown:
 - **40% (of the 5%):** Burned to reduce the circulating supply.
 - **30% (of the 5%):** Added to the Liquidity Pool to enhance stability.
 - **20% (of the 5%):** Allocated to the Staking Pool to reward GG holders.
 - **10% (of the 5%):** Held in the Treasury for future strategic initiatives.

*For example, if a Cesaga animation project generates a net profit of \$1,000,000 USD, 5% of that (\$50,000 USD) will be used for GG token buyback and distribution as follows:

- \$20,000 USD worth of GG will be burned.
- \$15,000 USD worth of GG will be added to the Liquidity Pool.
- \$10,000 USD worth of GG will be allocated to the Staking Pool.
- \$5,000 USD worth of GG will be held in the Treasury.

- Access to Exclusive Cesaga Digital Collectibles and Experiences: GG token holders will gain access to exclusive digital content, including behind-the-scenes glimpses, early access to content drops, and unique Non-Fungible Tokens (NFTs) that offer further engagement within the Cesaga universe.
 - Future Integration within Cesaga Gaming and Metaverse Environments: The GG token is designed for potential integration within future Cesaga-themed games and metaverse experiences, unlocking new utilities and immersive interactions for token holders.
- **Governance Token:** SAGGA Governance Token (SGG) will be rewarded to users who subscribe to the Premium Membership and stake their GG (utility) tokens, granting voting rights on key decisions via website polls related to Cesaga content.
- **Launch Price:** Higher than the final presale stage price.
- **Post-Launch Price:** Subject to market conditions and beyond the project team's direct control.

6. Roadmap

- **Phase 1: Presale and Foundational Community Development**
 - Key Objectives: Execute a successful SAGGA token presale; cultivate an engaged early adopter community around the Cesaga IP; initiate preliminary development of the **Cesaga comic book series**.
 - Key Deliverables: Phased SAGGA token presale with transparent updates; active community engagement across designated social media channels.
- **Phase 2: Animation Studio Acquisition and Production Commencement**
 - Key Objectives: Secure and integrate a dedicated animation studio to work on Cesaga animation projects; onboard specialized animation personnel; commence initial animation production phases for Cesaga content.
 - Key Deliverables: official announcement and establishment of the animation studio; integration of new animation team members; initiation of animation pre-production activities for Cesaga.
- **Phase 3: Launch of Integrated Cesaga Web3 Platform and Product Portal**
 - Key Objectives: Deploy initial versions of the **Cesaga Web3 platform** and product storefronts; provide intuitive interfaces for content exploration and product acquisition via FIAT and GG tokens.

- Key Deliverables: Operational **Cesaga Web3 platform** and product websites; accessible free Cesaga content repositories; functional product catalog with FIAT and SAGGA payment options for Cesaga merchandise and digital assets.
- **Phase 4: Global Brand Awareness Campaign via Land Tour**
 - Key Objectives: Execute a global promotional land tour led by the Avell Studio team to promote the Cesaga IP, powered by the SAGGA token; generate widespread brand visibility through live streaming and dynamic video content; expand the global Cesaga community footprint.
 - Key Deliverables: Commencement and progression of the international motorcycle tour; consistent delivery of engaging live stream and high-quality video content focused on Cesaga; demonstrable growth in social media engagement and Cesaga community size.
- **Phase 5: Strategic OTT Partnership and Intellectual Property Expansion**
 - Key Objectives: Establish a strategic collaboration with a leading Over-The-Top (OTT) media service to feature Cesaga animation projects; officially launch the Cesaga novel IP; pursue strategic partnerships for series or film adaptations of the Cesaga novel.
 - Key Deliverables: Formal announcement of the OTT partnership for Cesaga content; public launch and availability of the Cesaga novel; documented progress or announcements regarding series/film adaptation collaborations for Cesaga.
- **Phase 6: Ecosystem Activation, Tokenomics Integration, Governance Launch, Mobile Game Integration (Cesaga), and Soundtrack Launch**
 - Key Objectives: Launch the SAGGA Governance Token (SGG) as a staking reward for premium members to govern aspects of Cesaga content; activate governance voting functionalities on the Cesaga platform; integrate initial mobile game features within the Cesaga universe with GG token utility for enhancements and content; **launch the official Cesaga soundtrack and Original Sound Track (OST) album.**
 - Key Deliverables: Deployment of SGG rewards for premium GG stakers; operational governance voting system on the Cesaga platform; initial integration of GG token utility within the Cesaga mobile game environment; **availability of the official Cesaga soundtrack and OST album on relevant platforms.**
- **Phase 7: Sustained Ecosystem Growth and Transmedia Expansion (Cesaga)**

- Key Objectives: Drive widespread adoption of the Cesaga universe and its digital assets, powered by the GG token; generate consistent revenue streams from Cesaga projects; strategically manage GG token scarcity through the buyback and burn mechanism from Cesaga net profits; expand the Cesaga ecosystem across diverse media formats.
- Key Deliverables: Consistent release of high-quality Cesaga content across various media; sustainable revenue generation and ongoing GG buyback and burn activities based on Cesaga net profits; continuous development and enhancement of the Cesaga Web3 platform; establishment of strategic partnerships to expand the Cesaga IP; a robust and actively growing global Cesaga community.
- **Future Phases:** Continued transmedia IP development for Cesaga contingent on the success of feature film productions.

7. Team

- **Tech Team:**
 - Lucas Lim (Luke): Developer
- **Studio Team (Avell Studio):**
 - Danial Yusuf (GGDY): Project Manager
 - Asrul Sani (Sunny Raen): Author/Lead Artist
 - Asyraf Shaznee (Kimchi): Senior Artist
 - Syihan Amni (MSA): Graphic Artist
 - Fiqri Amran (Acic): Creative Assistant

8. Marketing and Community Building (for Cesaga, Powered by SAGGA)

- **Global Land Tour:** A multi-country tour with a branded van, featuring Cesaga logos and products, live streams.
- **Social Media Engagement:** Utilizing platforms like YouTube, TikTok, and Telegram to share content and updates from the land tour and Cesaga project development. All content created will serve as media for these platforms, with links shared on the official Telegram group.
- **Online Advertising:** Utilizing a portion of the presale funds for targeted advertising on platforms like Google Ads and social media to promote the Cesaga IP and the SAGGA token.

- **Media and Partnerships:** Seeking media coverage through local newspapers and exploring potential partnerships with OTT platforms like Netflix to increase visibility for Cesaga content.
- **Crypto Website Advertising:** Featuring the SAGGA project and its role in powering the Cesaga IP on relevant cryptocurrency news and advertising websites to reach a targeted audience of potential investors and enthusiasts.

9. Risk Factors

- **Market Volatility:** The value of cryptocurrencies is subject to significant fluctuations.
- **Regulatory Uncertainty:** The regulatory landscape for cryptocurrencies is still evolving and could impact the project.
- **Competition:** The entertainment and Web3 spaces are competitive.
- **Security Risks:** Potential for security breaches or technical vulnerabilities affecting the SAGGA token and the Cesaga platform.
- **Project Development and Adoption:** Risks associated with the successful development and adoption of the Cesaga ecosystem, powered by the SAGGA token.
- **Intellectual Property Risks:** While the project benefits from a collaboration and NDA with Avell Studio regarding the Cesaga IP, potential risks related to the long-term ownership, usage rights, or unforeseen disputes concerning the intellectual property cannot be entirely eliminated.
- **Partnership Dependence:** The SAGGA project's success is intrinsically linked to its ongoing collaboration with Avell Studio and the continued development of the Cesaga IP. Any significant challenges affecting Avell Studio's operations, creative direction, or sustained commitment could potentially impact the project's progress and overall success.
- **Funding Risks:** While a token presale is underway, there is a risk that the total capital raised may be insufficient to fully realize the comprehensive roadmap for the Cesaga IP, powered by SAGGA. This could necessitate adjustments to development timelines or strategic priorities.
- **Adoption of Token Utilities:** The long-term success and value of the GG token are dependent on the active adoption and utilization of its various functionalities within the Cesaga ecosystem by the user base. There is a risk that the adoption rate of these utilities may be lower than projected, impacting the token's demand and value.

- **Community Building and Engagement:** Maintaining a robust and actively engaged community around the Cesaga IP, powered by the SAGGA token, is vital for the project's growth and sustainability. Failure to effectively foster community participation or address stakeholder concerns could negatively impact the project's trajectory and appeal.
- **Technical Implementation Risks:** The development and deployment of the Cesaga Web3 platform, mobile games, and potential metaverse integrations within the Cesaga universe involve complex technical processes. These are subject to potential delays or unforeseen technical challenges.
- **Outcome Risks:** Certain aspects of the project's success rely on collaborations with external entities, such as broadcasters and Over-The-Top (OTT) media service providers, game development studios, and music distribution platforms. Delays, failures, or unfavourable terms from these third parties could negatively impact the project's timelines and overall achievements.
- **Smart Contract Risks:** The SAGGA token and the Cesaga Web3 platform will rely on smart contracts. These contracts are susceptible to bugs, security vulnerabilities, and unforeseen interactions that could lead to loss of funds or unexpected behaviour. Thorough auditing and ongoing monitoring are necessary but do not eliminate all risks.
- **Scalability Risks:** As the Cesaga ecosystem grows, the underlying blockchain infrastructure and the project's platforms must be able to handle increased user traffic and transaction volumes efficiently. Failure to scale effectively could lead to performance issues and a negative user experience.
- **Centralization Risks:** While leveraging Web3 principles, certain aspects of the project might involve a degree of centralization in the development and management phases. Over-reliance on a small team or key individuals could pose risks to the project's continuity and decentralization goals.
- **Geopolitical Risks:** Global events, economic downturns, or changes in international relations could indirectly impact the cryptocurrency market and the entertainment industry, potentially affecting the project's progress and adoption.
- **Reputational Risks:** Negative publicity, security breaches, or dissatisfaction within the community could damage the project's reputation and erode investor confidence. Proactive communication and transparent operations are crucial to mitigate these risks.
- **Force Majeure:** Unforeseeable events such as natural disasters, pandemics, or widespread technological failures could disrupt the project's operations and timelines.

10. Legal Disclaimer

Please read this disclaimer carefully before participating in the SAGGA token presale or purchasing any SAGGA (GG) tokens.

By participating in the presale or purchasing GG tokens, you acknowledge that you have read, understood, and agree to the terms and conditions outlined in this Whitepaper and any related materials.

Risk Disclosure: Cryptocurrency and blockchain-based projects are highly speculative and involve a significant risk of financial loss. Participating in a token presale and purchasing cryptocurrencies carries substantial risks, including but not limited to:

- **Volatility:** The value of cryptocurrencies can be extremely volatile and may decrease significantly, potentially resulting in a total loss of your investment.
- **Technological Risks:** The SAGGA project relies on blockchain technology, which is subject to inherent risks such as security vulnerabilities, bugs, network failures, and the potential for forks or other disruptions.
- **Regulatory Risks:** The regulatory landscape for cryptocurrencies and blockchain technology is constantly evolving and varies significantly across jurisdictions. Future regulations may adversely affect the SAGGA project or the value of GG tokens.
- **Project Failure:** There is no guarantee that the SAGGA project will be successful or achieve its stated goals. The development, launch, and adoption of the CESAGA ecosystem and its features are subject to numerous risks and uncertainties.
- **Market Adoption:** The success of the SAGGA project depends on the adoption of the GG token and the CESAGA platform by users and the broader market. There is no guarantee that sufficient adoption will occur.
- **Security Risks:** Your GG tokens may be subject to theft or loss due to hacking, phishing attacks, or other security breaches. It is your responsibility to secure your wallet and private keys.
- **Liquidity Risks:** There may be limited or no liquidity for the GG token on cryptocurrency exchanges, making it difficult or impossible to sell or trade your tokens at your desired price or at all.
- **Information Accuracy:** While we have made reasonable efforts to ensure the accuracy of the information provided in this Whitepaper, it is subject to change and may contain errors or omissions. You should conduct your own independent research and due diligence.
- **Not an Offering of Securities:** The GG tokens are intended to be utility tokens within the CESAGA ecosystem and are not intended to be, nor should they be

construed as, securities, commodities, or any other regulated financial instrument. This Whitepaper does not constitute a prospectus or an offer to sell securities in any jurisdiction.

- **No Guarantee of Returns:** There is no guarantee of any profit or return on your investment in GG tokens. You may lose all of your invested capital.
- **Utility Token:** The GG tokens are intended to function as utility tokens within the CESAGA ecosystem, providing access to products, services, and features as outlined in this Whitepaper. They are not designed or intended as investment vehicles or securities.
- **Development Stage and Roadmap:** The SAGGA project and the development of the CESAGA IP are currently underway, and the outlined roadmap describes the project's current intentions and future plans, which are subject to change, delays, or abandonment at any time without notice. There is no guarantee that all milestones will be achieved.
- **No Financial Advice:** This Whitepaper and any related communications are for informational purposes only and do not constitute financial, legal, tax, or other professional advice. You should consult with qualified professionals before making any decisions.
- **Geographical Restrictions:** Participation in the SAGGA token presale and the purchase of GG tokens may be restricted or prohibited in certain jurisdictions. It is your sole responsibility to ensure compliance with all applicable laws and regulations in your jurisdiction.
- **Team and Advisors:** The information provided regarding the team and any advisors is to the best of our knowledge and belief at the time of publication. This information is subject to change, and we disclaim any liability for the actions or omissions of any team member or advisor.
- **Intellectual Property:** The CESAGA intellectual property is utilized through an agreement with Avell Studio and is protected by applicable intellectual property laws. Unauthorized use is strictly prohibited.
- **Whitepaper Updates:** This Whitepaper may be updated, modified, or amended from time to time without prior notice. It is your responsibility to review the most current version.

Forward-Looking Statements: This Whitepaper may contain forward-looking statements regarding the SAGGA project's plans, expectations, and future developments. These statements are based on current expectations and are subject to risks and uncertainties that could cause actual results to differ materially.

Consult with Professionals: You are strongly advised to consult with independent legal, financial, and tax advisors before making any decision to participate in the SAGGA token presale or purchase GG tokens.

By participating in the SAGGA token presale or purchasing GG tokens, you represent that you have sufficient knowledge and understanding of the risks involved in cryptocurrencies and blockchain technology and that you are solely responsible for any decisions you make.

11. Contact Us

- **Collaboration Inquiries:** Email: info@sagga.net
- **Business & Licensing Inquiries:** Email: business@sagga.net
- **Token Support & Community Assistance:** Join our official Telegram group: <https://t.me/+eBHTs57cht1mMzE1>