

INTRO

In less than 20 years the term “ Metaverse”, coined by Neal Stephenson in the Cyberpunk novel Snow Crash, has gone from being part of the science fiction lexicon to becoming a reality under construction that tech giants like Facebook, Apple and Microsoft are working on.

A metaverse is a virtual reality space where users interact in the form of avatars. This alternate reality replicates perfectly the real world (adding some peculiarities) letting avatars, for example, buy and sell digital goods and create economies.

Since our current world is quickly moving to digital, more and more people are joining this new reality investing their time and energies to build in it. Thus, many objects emerge as digital only so, as a result to the issues of ownership and copyright, NFTs have established as global answer to the problem.

VISION & MISSION

Leveraging this technology, creates a bridge between the traditional art world and the expanding potential of Web 3.0. The two realities are connected through the NFT Masterpieces, which are meant to be a substitute of physical copies, within these new virtual universes. To fulfill this duty, they necessarily have to maintain the characteristics of their physical counterpart: Uniqueness and Authenticity .

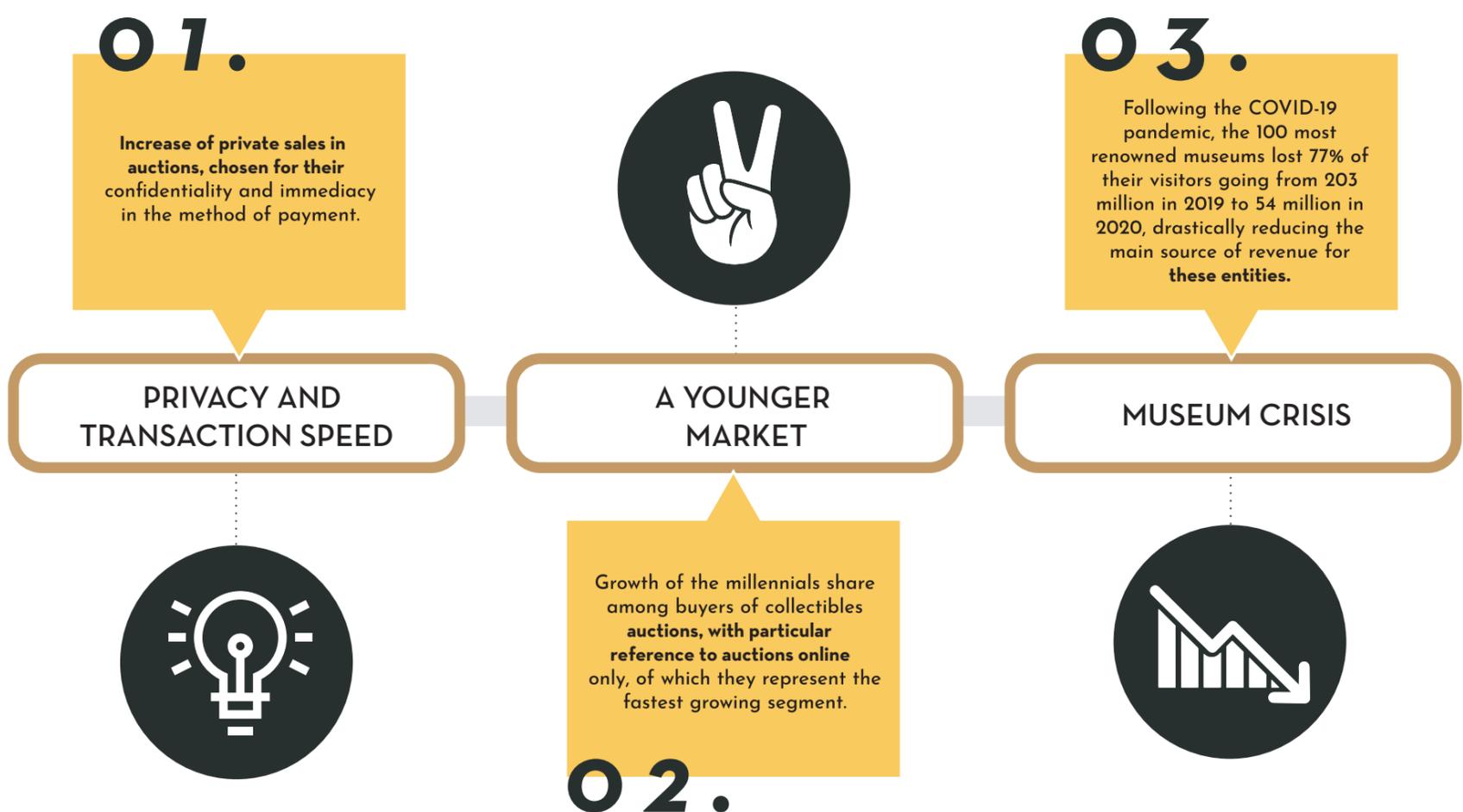
The NFT Masterpiece in addition to its collectible value and its use in metaverse exhibitions, acts as a key to access the physical products, as well as the physical artwork with Augmented Reality implemented.

MARKET OVERVIEW

The conditions to renovate the dynamics of the art market derive from the uncertainty and flexibility that have characterized the sector in recent years.

Virtual platforms have favored a growth in terms of transparency and awareness of the sector, initiating a process of change that invites the players of the market to experiment.

By analyzing demand and offer for collectibles, it can be claimed that, during 2020, some of the main trends of 2019 has seen confirmation or growth, showing a strong push for technological innovation.



WHAT IS AN NFT?

Uniqueness



An NFT is a non-fungible token used as a unit of data stored on a blockchain that certifies the uniqueness of a digital resource.

Security



Smart contracts are programs that reside on the blockchain and are executed deterministically by all nodes, from the same inputs they produce the same results; in the case of NFTs the code executed by these pieces of software is actually immutable and certified, so it excludes the risk of counterfeit.

Traceability



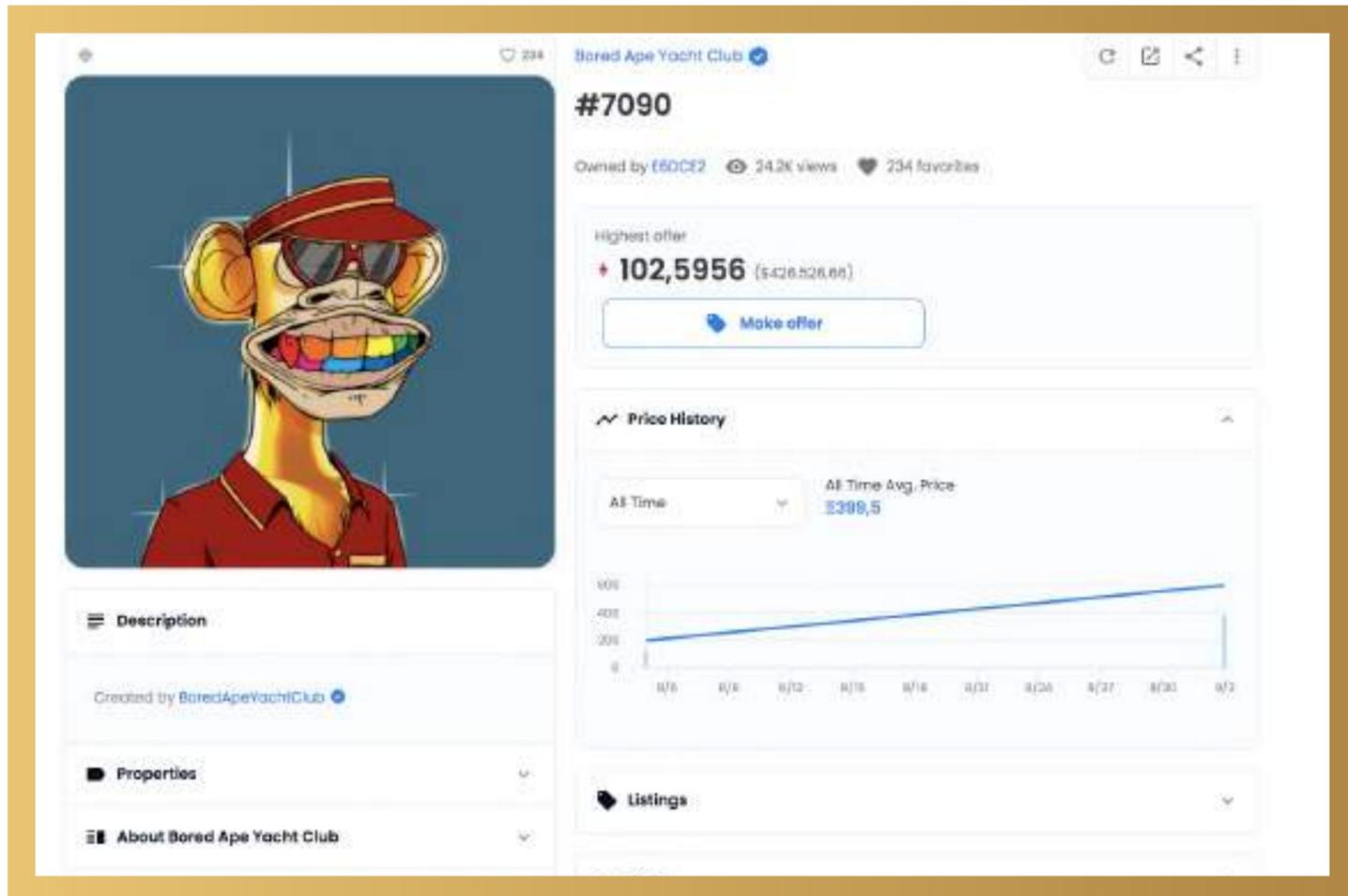
The NFT is embedded within the blockchain, the decentralized digital ledger that records every single transaction ensuring transparency and traceability onto the chain.

Collection	Volume *	24h %	7d %	Floor Price	Owners	Items
1 Bored Ape Yacht Club	‡ 16,706,27	-37.48%	-0.04%	‡ 44.49	5.6K	10.0K
2 Wolf Game	‡ 12,553,32	-16.78%	---	‡ 3.5	273	13.8K
3 The Sandbox	‡ 11,354,88	+18.87%	+145.11%	‡ 0.94	14.6K	101.6K
4 Mutant Ape Yacht Club	‡ 10,408,57	+8.25%	-13.38%	‡ 5.9	10.3K	16.8K
5 CryptoPunks	‡ 6,892,02	+43.74%	-39.90%	---	3.2K	10.0K
6 Doodles	‡ 6,633,5	-10.10%	+370.06%	‡ 2.89	5.1K	10.0K
7 Chain Runners	‡ 4,874,31	+68.90%	+1308.27%	‡ 1.99	2.8K	10.0K
8 JRNY CLUB OFFICIAL	‡ 2,505,96	+24.34%	---	‡ 1.99	4.2K	5.1K
9 Decentraland	‡ 2,166,29	+221.37%	+94.38%	‡ 3.29	5.5K	97.1K

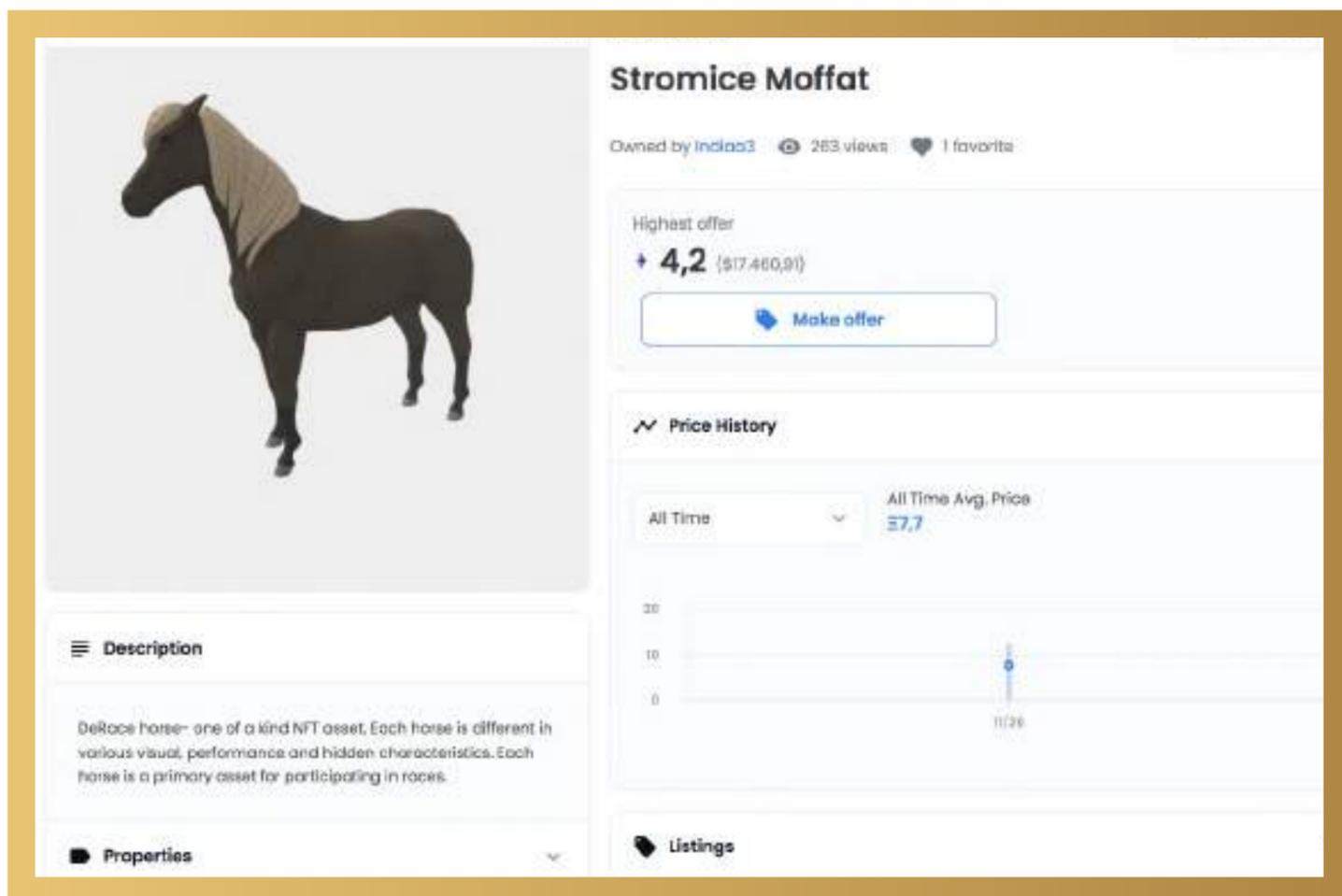
The largest NFT collections have millions, and in some cases billions, of trade volume.



Example of an algorithmic collection.



Although many collections are produced through algorithmic solutions, the rarest pieces can reach relevant market value.



NFT utility example: DeRace is a virtual horse racing platform in which the competing horse are NFTs.

The Auction

The auction is fully managed on-chain through a dedicated smart contract, ensuring transparency, confidentiality and regularity of execution for all parties involved. In addition to ours, NFT artworks are sold in the most important marketplaces in the crypto space where they are most likely to meet their admirers.

Royalties

In addition to the proceeds from the auction of the digital NFT copy, the Creator earns the everlasting right to half of the 10% Royalty charged on every trade involving each work in the secondary market.

Value Preservation Agreement

The NFT and traditional art market both rely on the same fundamentals: authenticity and uniqueness. Therefore, it is mandatory to guarantee these two characteristics to collectors, and above all to institutions, whose potential income is tied to the maintenance of these two pillars. For this reason, we demand reciprocal commitment between the company and the Institutions, through a contract, that no other NFT copies of the same work will be produced besides the one kept by them and the one commercialized through auction, in order to preserve the value of the works placed on the market.

PHYSICAL NFT UNLOCK



Phase 1 - Utility NFT purchase

You collect the digital Utility NFT from a specific collection.



Phase 2 - Physical Premium products shipping

The digital Utility NFT unlocks the content with information in order to provide your contact information.

The premium products, Cigars & Caviar will be shipped to your address. (All Cigars & Caviar are premium selections of top brands e.g. Davidoff, Zino, Griffins, Padron, Arturo Fuente, etc.)



Phase 3 - Physical NFT Artwork shipping

The physical artwork will be custom designed by the artist on canvas and it will be plated in 24K gold.



Phase 4 - Physical NFT Artwork & Augmented Reality

At the last stage, you will receive the physical artwork with Augmented Reality implementation, through Meta platform and have the chance to experience your artwork "come to life" in an immersive way.

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