

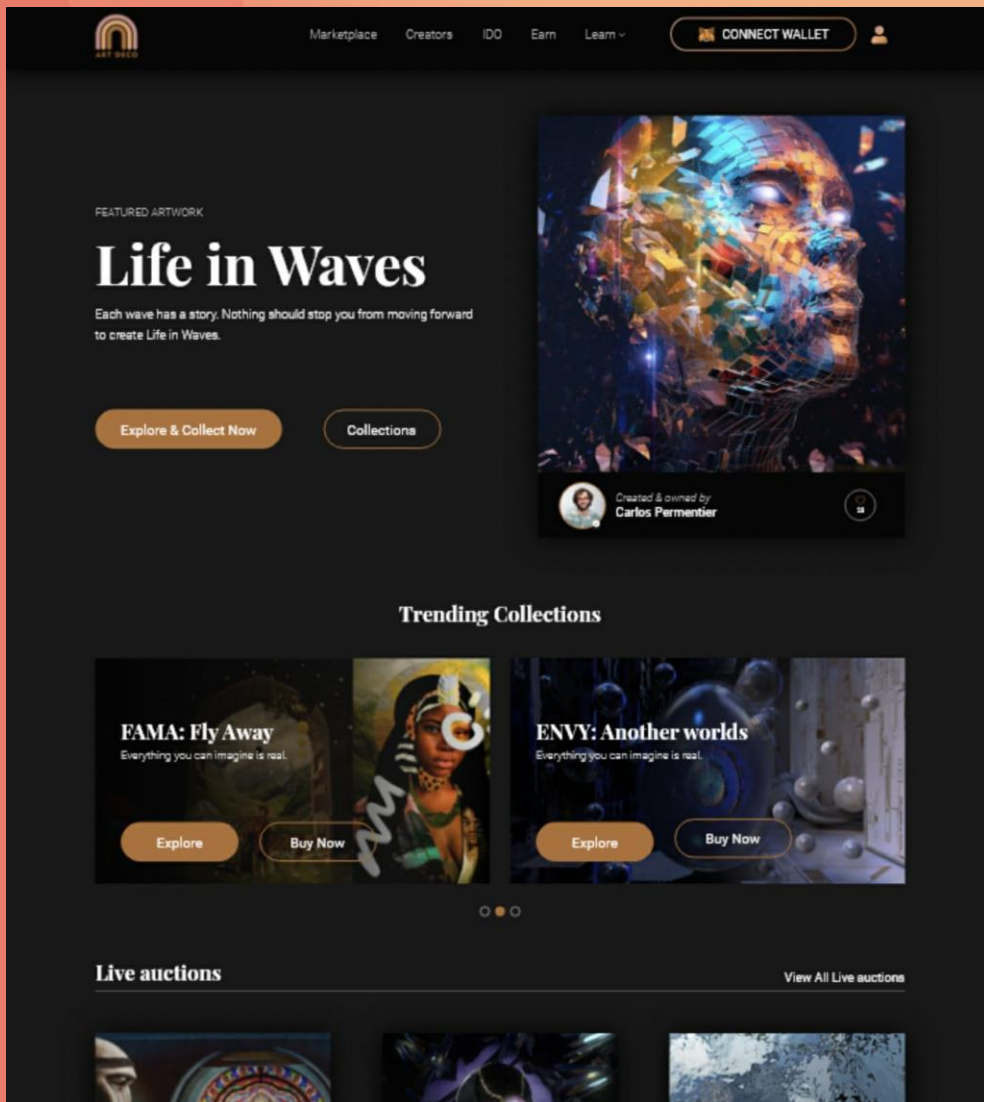


Whitepaper

Introduction

Vision

ARTDECO NFT De-fi powered marketplace for Digital Creators, Musicians, Artistes and online creators to Mint & trade digital commodities as Non-Fungible Tokens for physically redeemable goods using our super sleek, easy to use user interface.



What are NFT's?

According to Forbes, An NFT is a digital asset that represents real-world objects like art, music, in-game items and, videos. They are bought and sold online, frequently with cryptocurrency, and they are generally encoded with the same underlying software as many cryptos.

Vision and value proposition

ARTDECO is on a mission to create a truly decentralized yet robust NFT Platform where digital creators can turn their Photos, Ideas, Music & Paintings into Non Fungible Tokens.

All of these goods can launch as tokens that can be redeemed as physical objects. By dropping it as a token, we enable goods to:

- 1) Have a dynamic price on the Blockchain**
- 2) Traded In Fractions and can also be owned fractionally**
- 3) Launched Even before actual good exists**

With the launch of the ARTDECO NFT platform, we will usher in a new paradigm of creation and exchange, enabling creators to:

1: Earn all of the value they've created by selling their goods as NFTs at a dynamic price.

2: Call on their huge following (those with a substantial amount of followers) to participate and buy into the ideas and the products they love early in the process of creation.

3: Still Earn as their works are being resold in the secondary markets as they are still part of the game, people love them and patronize them but creators often try to shut them down because they are not making any gains from the resell. ARTDECO will enable both worlds as creators and traders get to play the ownership and trading game, and creators not only get their fair share, they get to play along with their community as they earn as their Items are being resold.

4: Giving the power back to the creators and the community as dropping an item via a token means that creators will be able to eventually enable community ownership, funding and, participation in their brands.

With ARTDECO NFT Platform creators and brands now get all of the value they create, and their communities can be rewarded for supporting their works early on.

We are kicking off on the Binance Smart Chain and will later integrate on it Ethereum Chain.

Problem

The Creative ART Industry is posed with a lot of problems as Content Creators, Musicians & Even Digital Artists get little or no value for the time, effort and, creativity invested in creating content and are constantly faced with problems like:

Too Many Middlemen: A Musician Releases a song on a streaming platform, the revenue is split between the distributor, the streaming platform and, the artiste which will result in the artiste getting less value of the revenue that he was originally supposed to earn.

- **Product Whaling:** A popular sneaker designer dropping a pair of sneakers at a retail price of \$100, some enterprising sneaker shop owners will buy out as many as possible just to resell them immediately at two, three maybe even 5 times the retail price, making even more profits than the sneaker designer. This is so commonplace that there are entire companies dedicated to facilitating secondary markets.
- **High Entry Barrier:** Most Creators have trouble minting their NFTs on existing marketplaces because of High Entry Barriers Like KYC and High Platform & Gas Fees a majority of top-tier marketplaces operate on the ethereum chain at the moment.
- **Royalty Issues:** Most marketplaces set the royalty reward and not the creator thus making the creator often mint the NFT on different Marketplaces leading to loss of authenticity of the NFT.
- **Lack of Exposure:** Most NFT marketplaces don't have to give enough exposure to Creators & Digital Collectors.
- **Low Quality NFTs:** Most Marketplaces Get bombarded with low-Quality & Sometimes Spammy Looking NFTs making it difficult for digital collectors to find rare and valuable NFTs.
- **Little or Zero Utility In The Real World:** Currently Most NFTs only exist in virtual digital form as there is no way to display your valuable digital collectible to prove ownership in the real world.

Solution

We Have Identified The Limitations of The Current Creator Rewards System and Existing Marketplaces and we are taking innovative measures to checkmate those problems

It is a problem because as in the case of the sneaker designer that gets none of the resale value. None. Not a single cent. They sell their sneaker for \$100 and then they get sold for \$500 — they're missing out on the value they create.

“ARTDECO NFT Platform” We will usher in a new digital model to buy, sell and, trade goods as NFTs.

How Do We Intend To Solve The problems With ARTDECO NFT Platform?

The idea is simple.

A sneaker designer can create a token that is redeemable for a physical product on our platform. For Example A Pair Of Sneakers. He can make only 500 of that Tokens available, and they are available at a dynamic price: meaning the price changes based on supply and demand. The more sneakers that sell the higher the price goes; if people choose to sell their sneakers back, the price goes down. People will be able to buy and sell as they see fit, and could eventually redeem their token for a real-world pair of special sneakers.

Or A Musician can Create a token of his next release which collectively represents a fraction of the streaming royalties of the song, his fans can now purchase the Fractional Tokens Representing their Stake in the streaming Royalties.

As The Item is resold on the secondary markets, the creator or previous owner can receive a percentage of the value sold.

Our NFT Platform will have a low barrier of entry as we charge a zero minting fee and our platform would be open to everyone.

Weekly Contest programs would be organized that would allow new talents to be recognized and get rewarded in Artdeco Tokens.


We also aim to build a Google-like Smart Sorting Engine that would detect the minting of copyrighted or already existing works, label them as such, and also tackle Low Quality & Spammy NFTs and Their Creators by utilizing AI & machine learning.

When launched, Our NFT Platform will have Different User Roles & Activities On Our Platform.

- **User**
- **Role**
- **Activity**
- **Creator / Digital Artist**
- **Turn ART & Works To NFTS**
- **Creation & Listing Of NFTs on our platform**
- **Collectors**
- **Collect Rare & Authentic Items On Our NFT platform**
- **Can Trade, collect rare digital items, and can also Convert NFTs to real-world items that are verifiable on the blockchain.**
- **NFT Platform Affiliates**
- **Promote Creators & Collectors for financial gains**
- **Promoting NFTs for affiliate commission**
- **Curators / Digital Auction Houses**
- **Create NFTs that can be redeemable for a physical product**

What Makes ArtDeco Different?

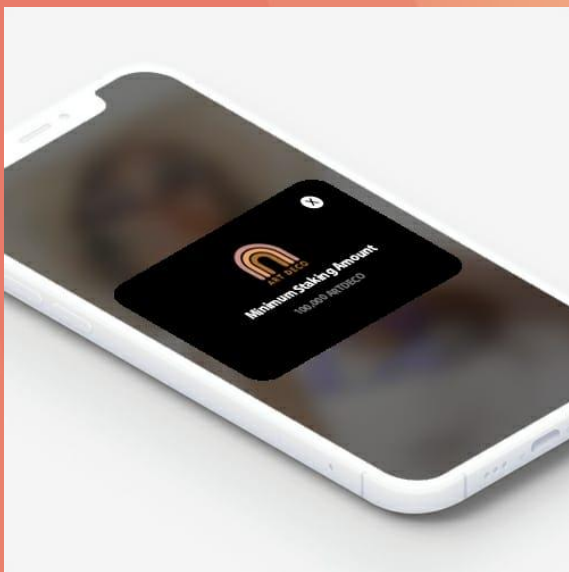
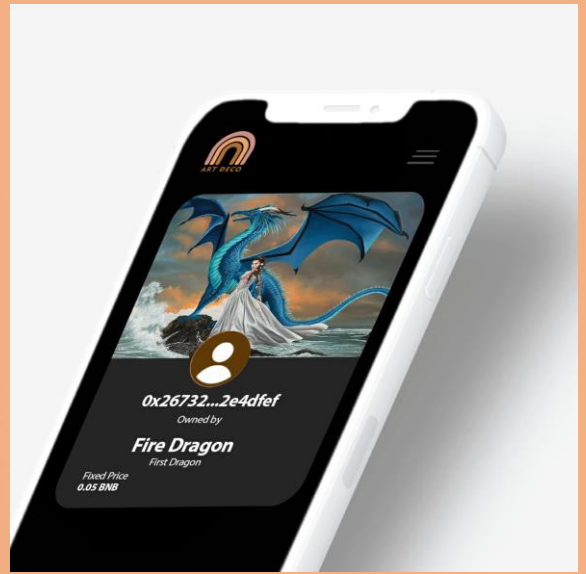
Marketplace where creators, musicians and artists can mint and trade digital commodities.

ArtdecoNFTs model				
Low fees	✓			
Focus on UX	✓	✓		✓
NFT Launchpad	✓			
Community Focused	✓	✓	✓	✓
Open to everyone	✓		✓	✓

Ease Of Use, Friendly User Interface, Optimised For Scalability And Transparency, built for digital creators.

Ease of use:

When Launched, Our NFT Dapp will be highly user friendly making it easy for creators to turn their ideas, photos, music and paintings into non fungible tokens. Create your first NFT with few clicks of a button, set a price and start earning



Stake ARTDECO For Exclusive NFT Drops:

you can earn free NFT drops by Staking ARTDECO

Personalised Creator Profile:

Just like your regular social media, you can fill in your instagram, Twitter and medium profile to enable other users interact with you



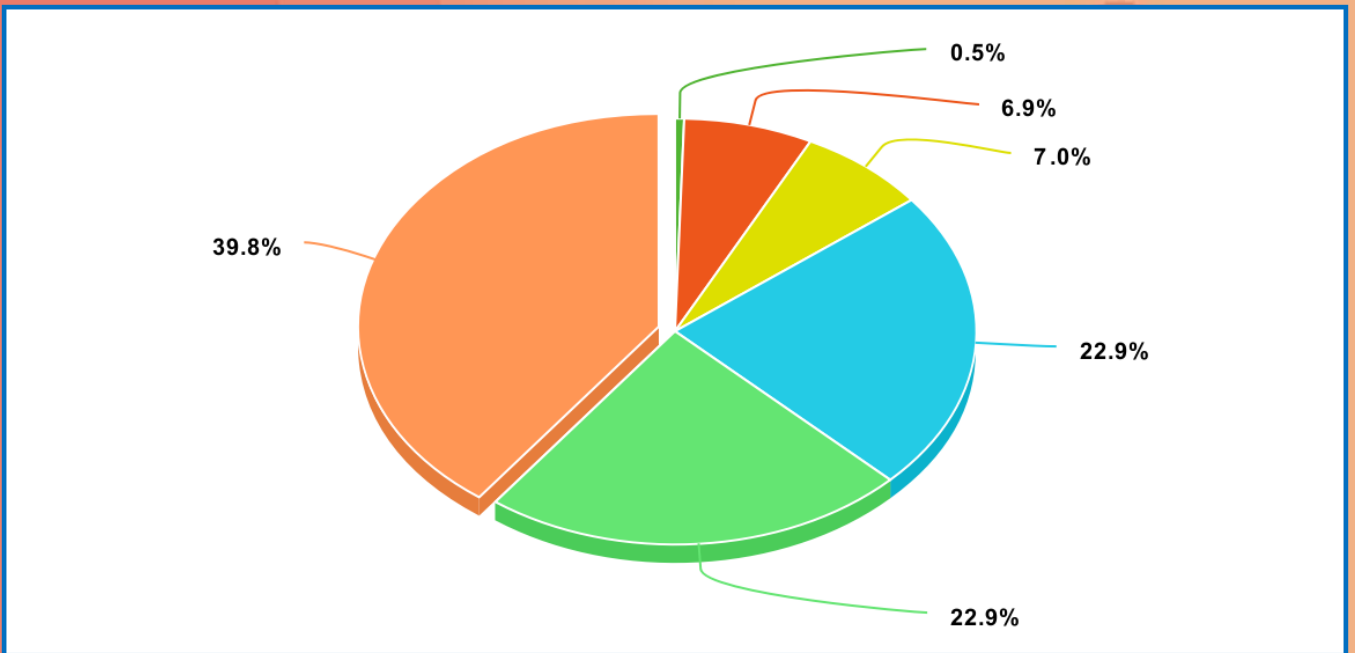
Tokenomics

Total supply: 5,000,000,000

Token ticker: ARTDECO

Token Type: BEP-20

Token Contract Address:



- Burnt - 26,161,932
- Unlocked Team Wallets - 349,376,175
- Team Tokens (Locked For A Year) - 350,000,000
- Marketing Tokens (Locked For Two years) - 1,092,500,000
- Circulating Supply
- ARTDECO Vault (Locked For maximum of 2 years) - 2,000,000,000

meta-chart.com

Usage Of Funds :

30% - NFT Platform MVP Development which can be viewed at <https://app.artdeco.community/>, Community Building

60% - Liquidity On Decentralized Exchange

10% Marketing Purposes

ARTDECO Token will be used to:

- 1) Transact on Our NFT Platform
- 2) Farmed through our Staking Platform
- 3) Governance As Users Will be Required To Stake ARTDECO To Vote on Proposals Affecting our NFT Platform
- 4) Stake ARTDECO to rank higher on our Smart, AI Sorting Engine
- 5) Buy Advertisement Slots

Traction and Validation/Roadmap

-  NFT Market Research ✓
-  ARTDECO project conception ✓
-  Website Creation ✓
-  Whitepaper Release ✓
-  Social Media Channels Set Up ✓
-  Smart Contract Created & Deployed ✓
-  ARTDECO NFT Platform UX Mockup Development ✓
-  Community Building ✓
-  10% Initial Sale To Early Supporters ✓
-  NFT Platform MVP Launch ✓
-  Strategic Partnership with Popular Projects & leading brands
-  Further Development Of ARTDECO NFT Platform
-  Coinmarketcap & Coingecko Listing
-  Enabling Our Logo & price On Trustwallet & BSCscan
-  Final Testing Of ARTDECO NFT Platform
-  Deploying Of ARTDECO NFT Platform On The Mainnetwork
-  On-Boarding Creators, Digital Artists, Art Curators & Independent Musicians To Our Platform
-  Further Development Of ARTDECO Ecosystem
-  Marketing and sales strategy

We intend to use smart marketing strategies by partnering with influential social media personalities, utilizing press releases and sponsored posts on crypto blogs. word of mouth, social media influencers, creating Educational Courses about NFTs & How To become a collector ensuring that we strike a balance between targeting the Creative ART industry and the crypto community.

Social Media Handle's



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