

# NFT MARKETPLACE OF THE FUTURE

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# EXECUTIVE SUMMARY

## What is NEFTiPEDiA?

NEFTiPEDiA is a next-generation decentralized NFT for all types of marketplaces catering to the growing world of digital artists, creators and collectors. NEFTiPEDiA (represented by NFT token) wants to be the first truly community-run marketplace and believes that the diversity will make it an eccentric and truly one of a kind project in the world.

Through their marketplace, NEFTiPEDiA plans to give artists a means of earning revenue through Non-Fungible Tokens (NFTs) without paying massive commissions and relying on middlemen.

The advancement in the blockchain technology and smart contracts have increased the possibilities that one can achieve through Cryptocurrencies and NFTs.

As the world moves towards adopting Blockchain and NFTs as accepted medium of trading, the endless convenience and benefits they offer are unfathomable.

Some of the advantages that the technology offers are instant verifications, faster processing, lower fees and security among other benefits.

NEFTiPEDiA through it's suite of products can create a healthy ecosystem for genuine buyers and sellers of art and other creative digital assets in the near future.

## **What is Token NFT and how to get it?**

Token NFT is a token created on NEFTiPEDiA to govern the ecosystem of the entire platform. Token NFT has a fixed token supply of 750 million tokens.

## **Why should you purchase NEFTiPEDiA's NFT?**

NEFTiPEDiA's primary aim is to offer a decentralized marketplace that is owned by the community and isn't centrally controlled by one entity or the founders. NEFTiPEDiA's marketplace will make it easier for artists to sell their authentic / validated art linked NFTs to interested buyers from the community.

When a buyer purchases an art NFT from the marketplace, they get an exclusive license to the original art and proof of authenticity. This token can now be held or traded at a profitable price.

Investors see NFT tokens as a great choice of investment in the longer term as they are unique and have the potential to increase their value faster than traditional asset classes.

## **What is Ethereum, Binance Smart Chain and BEP-20 Protocol?**

Ethereum is the second largest form of cryptocurrency in the world. It is currently the most prominent altcoin on the market today.

Ethereum is an open source, decentralized platform, that allows the implementation of smart contracts. Smart Contracts allow users to interact in a trustworthy environment because the terms of agreements automatically transfer assets between parties when certain conditions are met.

Binance Smart Chain is a forked version of the Ethereum Blockchain and has most of its features whereas it boasts of superior transaction speeds, low transaction fees and a better architecture that allows scalability.

BEP-20 is a token standard on Binance Smart Chain that extends ERC-20, the most common Ethereum token standard. These standards define how the tokens operate on the blockchain and the rules for their usage are coded as well.

# THE ORIGIN OF NEFTiPEDIa

For the past two years the world has acquired super fast movement in terms of digital world development.

Cryptocurrencies became a hot topic and much sought after. Lots of marketplaces appeared to give people the opportunity to trade various digital objects using those Cryptocurrencies as means of payment.

The idea to create NEFTiPEDIa came to Jimmi's mind after he analysed the current marketplace situation and got inspired to create something different where the community plays the main part in navigating the marketplace rather than the founders.

The name NEFTiPEDIa contains NEFTi = NFT and PEDIa = from a back formation of ENCYCLOPEDIA.

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NEFTiPEDIa has big ambition in mind to bring not only digital art but everyday objects like fashion items, vehicles, property and such to the marketplace. We are absolutely sure it will be a game changer for many users all around The World.

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# THE GOVERNANCE MODEL

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To build an enduring governance model, NEFTiPEDiA will pursue a two-phase plan. Provisional Governance Model (one that kicks in before the network reaches the critical mass) and constitutional convention.

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## **Provisional Governance Model (< 10M members)**

The provisional model will operate until the network hits a critical mass of 10M members. This model will closely resemble “off-chain” governance models currently employed by protocols like Bitcoin and Ethereum. NEFTiPEDiA’s core team will play an important role in guiding the development of the protocol.

NEFTiPEDiA’s Core Team will work with the community to get feedback and implement the features on the marketplace. The NEFTiPEDiA’s core team has been soliciting community input and engaging with pioneers in the blockchain and NFT space.

NEFTiPEDiA embraces community critics and suggestions, which is implemented by the open-for-comments features of NEFTiPEDiA’s landing page, FAQs and white paper.

NEFTiPEDiA will make it easier for the community to engage and leave their feedback on the website after looking through the product, whitepaper etc. Whenever people browse these materials on NEFTiPEDiA’s websites, they can submit comments on a specific section right there to ask questions and make suggestions.

NEFTiPEDIa's core team has been organizing offline meetups to engage with the community and promote active participation in the growth of the network. This will also be an important channel to educate new users and add more members to the community.

Additionally, NEFTiPEDIa's Core Team will develop more formal governance mechanics. One potential governance system is liquid democracy. In liquid democracy, every pioneer will have the ability to either vote on an issue directly or to delegate their vote to another member of the network. Liquid democracy would allow for both broad and efficient membership from NEFTiPEDIa's community.

### **Constitutional Convention (> 10M members)**

Upon hitting 10 Million members, a provisional committee will be formed based on previous contributions to the NEFTiPEDIa Network. This committee will be responsible for soliciting and proposing suggestions from and to the wider community. It will also organize a series of on- and offline conversations where NEFTiPEDIa's members will be able to weigh on NEFTiPEDIa's long-term constitution.

Given NEFTiPEDIa's global user base, the NEFTiPEDIa Network will conduct these conventions at multiple locations across the world to ensure accessibility. In addition to hosting in-person conventions NEFTiPEDIa will also use its mobile application as a platform for allowing NEFTiPEDIa's members to participate in the process remotely.

Whether in-person or online, NEFTiPEDIa's community members will have the ability to participate in crafting NEFTiPEDIa's long-term governance structure.

## MARKET OPPORTUNITY & POTENTIAL GROWTH

The non-fungible token (NFT) market tripled in 2020, with the total value of transactions increasing by 299% year to year to more than \$250m. According to a report that studies the NFT market, NFTs are primed to become leading emerging asset class for the virtual economy in the years ahead, both in terms of their financial value and their practical uses, and a major drive of economic activity in virtual worlds.

Because of their unique characteristics, they are impossible to replicate, they can bridge the gap between the virtual and the physical economies, offering a huge market of valuable digital goods that can be scaled, collected, and traded.

The total value of all NFT transactions (which includes sales and all other transactions such as “breeding”, “minting” and renting) increased from to \$62,862,687 in 2019 to \$250,846,205 in 2020.

The market activity has increased significantly: the total number of active wallets transacting NFTs (including buying, selling, holding or using them in a blockchain application) skyrocketed, growing 97%, from 112,731 in 2019 to 222,179 in 2020. Similarly, the number of buyers and sellers rose from 44,644 to 74,529 (+66%), and 25,264 to 31,504 (+24%), respectively.



The number of active wallets accelerated throughout 2020, suggesting even stronger growth ahead in 2021: Q4's total growth was twice Q3's, and three times that of Q2.

NFT traders have also experienced unprecedented financial performance, with profits of up to \$500,000 in a single year and certain traders able to generate annual profits in excess of \$100,000 from trading NFTs.

Meanwhile, big name brands are increasingly entering the space, creating lucrative NFT-based consumer goods and services.

These include fashion and luxury brands like Nike, Louis Vuitton and Breitling creating virtual fashion products; sports brands like Turner Sports, NBA, F1 and PSG, as well as entertainment brands like BBC, Warner Music, and Paramount creating online collectables and games; video game studios like Ubisoft and Atari creating virtual worlds, games and tokens; and tech companies like IBM, AMD and Samsung creating new services and utilities.

The growth of the NFT market is partly the result of the increase in online activity following the pandemic, but also reflects a wider and accelerating trend towards people spending more of their time – and money – in virtual spaces on virtual goods, services and experiences.

## NEFTiPEDIa PRODUCT OFFERING

NEFTiPEDIa's products and offerings are crucial for its growth. Through phased development, it plans to launch these products and services for its users who have invested in the NEFTiPEDIa ecosystem.

**NFT MARKETPLACE** – NFT marketplace enables artists to trade their tokenized art on the platform to interested buyers. Each trade will incur a low-cost marketplace fee.

**NFT WALLET** – The platform's NFT WALLET allows storing of the NFTs securely on the blockchain.

**e-AUCTION** – Artists and sellers can auction their tokenized art on the platform.

**ART NFT MINTING** – Artists can tokenize their art right from the NEFTiPEDIa platform.

## PROMOTIONAL STRATEGY

NEFTiPEDiA plans to invite stakeholders who share the same vision across the globe and investors who can work closely with a structure that can run through the deployment of the marketplace and future products that are in the pipeline.

Through digital marketing efforts, they plan to reach out to possible early adopters.

Some of the efforts that NFT Coin has planned for promotion are:

- Press releases on cryptocurrency press release sites
- Advertorials on cryptocurrency related blogs
- Listing on NFT ranking sites
- Community building on cryptocurrency forums and online crypto communities
- Promotions on social media sites like Facebook, Twitter, etc...
- Investor awareness and educational materials about the potential of cryptocurrencies
- Webinars educating about the benefits of holding a NFT Coin
- Infographics for social media
- Preparing and publishing video content related to NFT Coin and it's suite of investment platforms.

## TEAM BACKGROUND

The platform is backed by a team of professionals from various financial & assets management, design, marketing and telecom backgrounds.

### **Jimmi Saputra – CEO & Founder**

Jimmi is the Founder and the key figure behind tokendooit.com, in addition to focusing on NEFTiPEDiA operations as CEO. Jimmi has over 25 years of marketing, communication, and advertising experience, as well as 13 years of experience investing in and building startups. Jimmi is on a mission to teach every crypto user how to evaluate systems and invest wisely.

### **Amril Nuryan – COO & Co-Founder**

Amril is the inspiration of creativity, he has acquired many professional skills over his lifetime as a video editor, animator, photographer, graphic designer and is now a film producer. He is very much interested in the development of the blockchain technology and sees many opportunities that can arise from this technology.

### **Dimas Widiyanto – CTO & Co-Founder**

Dimas is a lifelong software engineer, he has developed software for a wide array of industries including mathematics, big data analytics, telecom, manufacturing and Blockchain. He currently leads engineering teams to deliver robust, highly available and secure full stack solutions.

### **Natalia Saputra – CMO & Co-Founder**

Natalia is an experienced team leader in hospitality industry, who is ready to apply the knowledge and the understanding of the whole new world development process in the sphere of cryptocurrencies and has since been the key driver behind the NEFTiPEDiA ethos. Natalia is a governing General Director in Pegasus Indonesia and Co-founder and CMO of NEFTiPEDiA.

# TOKEN GENERATION & DISTRIBUTION PLAN

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NFT Coins and the corresponding token creation process will be issued by NEFTiPEDiA, and will be organized around smart contracts running on Ethereum.

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Participants willing to support the development of the NFT Coin's Marketplace platform can do so by sending Ether currency and bitcoins to the designated address.

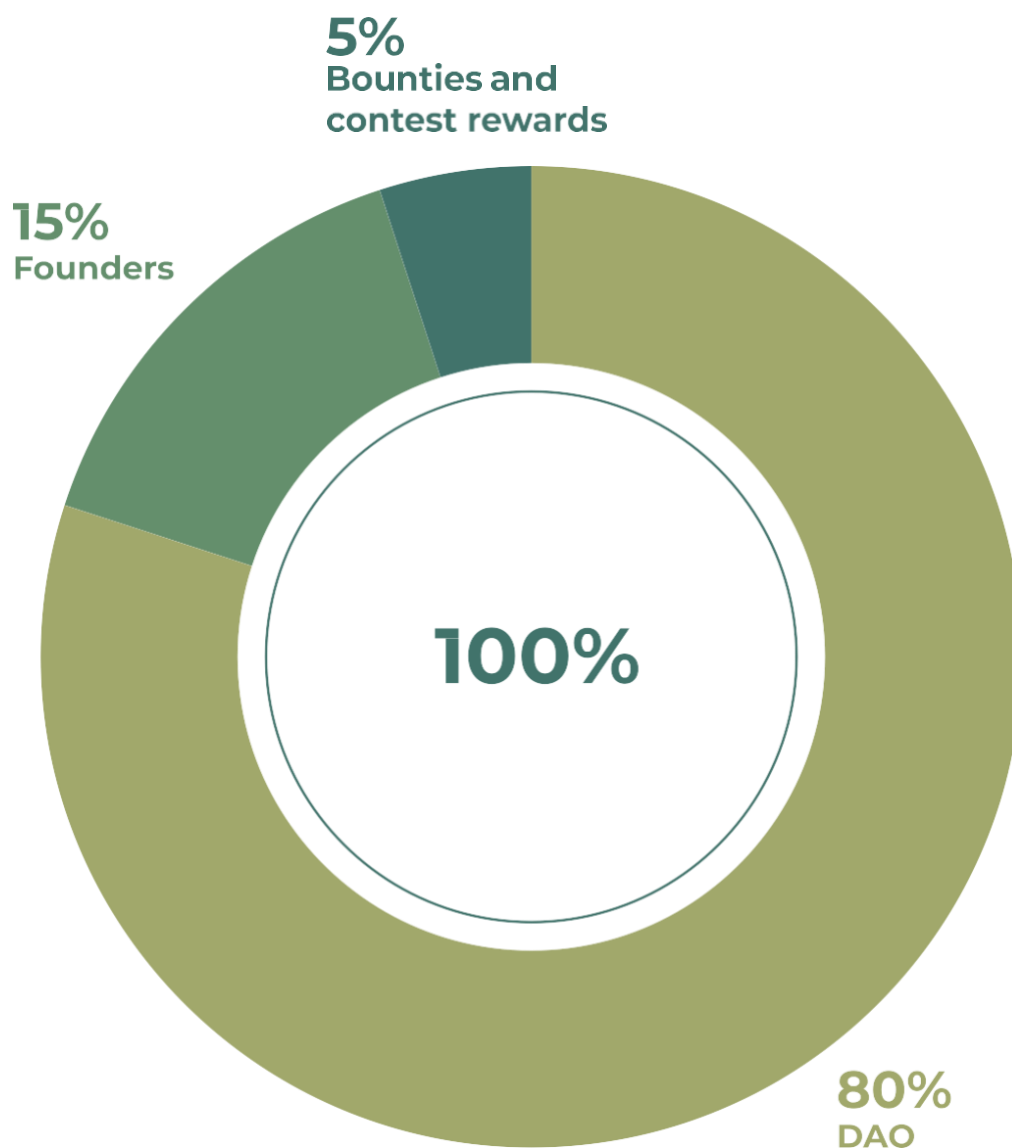
By doing so, they are purchasing NFT Coins (NFT) that are backed by NEFTiPEDiA.

## **Total Tokens generated will be 750 Million NFT Coins.**

- The accepted currency during the ICO is Ether, Bitcoins, credit card payments and bank transfer of the equivalent value of fiat currency.
- The creation will be capped ("Soft Cap") upon receipt of **USD 150,000,000**. This amount is subject to change before the Token Creation event.
- The Token Creation period will last for 60 (Sixty) days, if Soft Cap is not reached sooner.
- If the Soft Cap is reached before the end of 60 (Sixty) days, additional contributions will be accepted for 120 hours in case some contributors missed the very short window for NFT Coin creation.
- If the Crowdsale campaign does not reach its minimal capital goal of 150,000,000, all funds will be returned automatically to the NFT Coin holders by the Ethereum smart contract.
- Token Creation has a hard cap: upon achieving this cap, token creation will stop and no further contributions will be accepted. **The hard cap amount is USD 750,000,000**

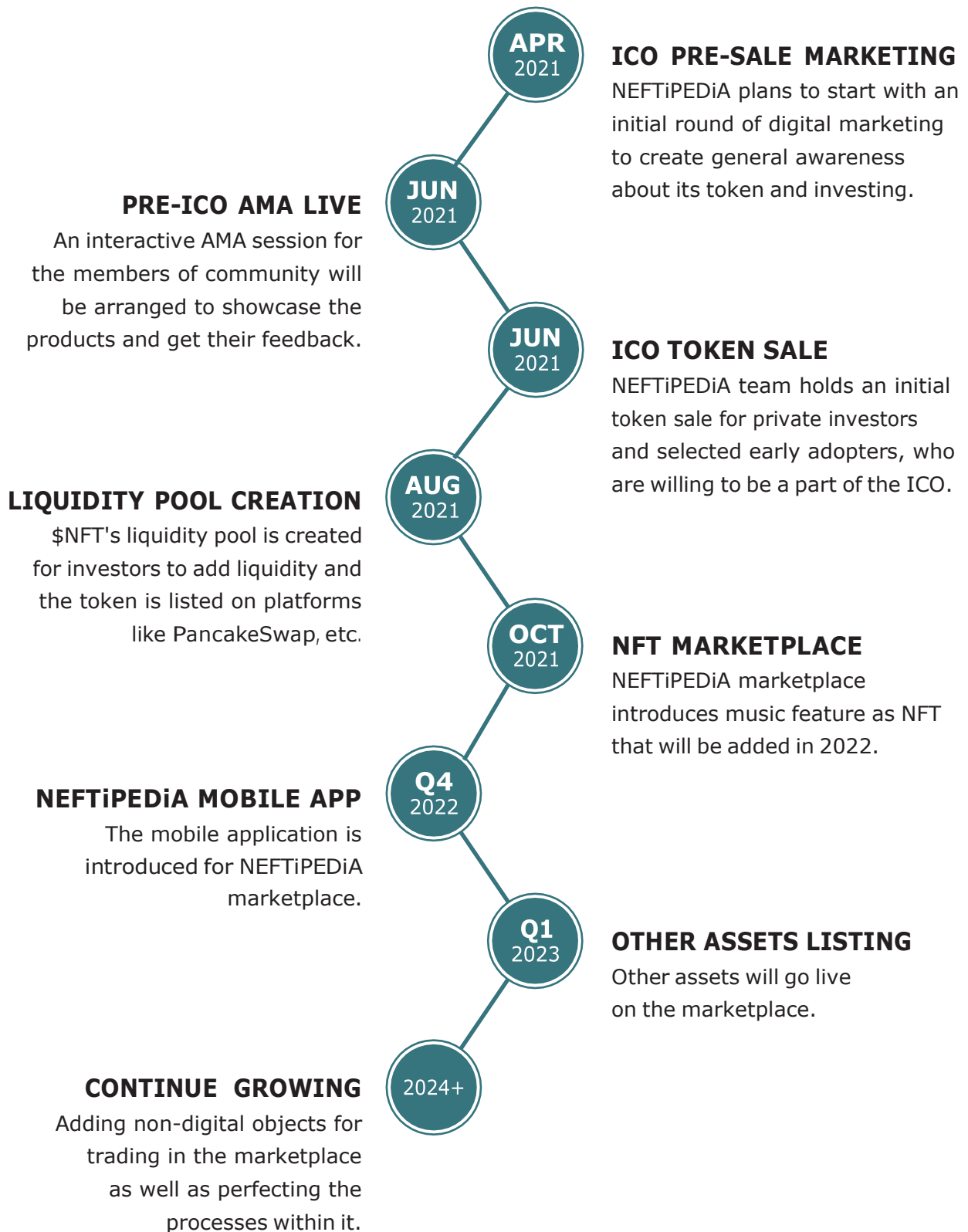
## TOKEN DISTRIBUTION DIAGRAM

The chart below shows the token reserved for different user groups and events.



# ROADMAP

Next course of action for NEFTiPEDiA



# LEGAL DISCLAIMER

## General information

NEFTiPEDiA does not have the legal qualification of security, since it does not give any rights to dividends or interests. The sale of NFT Coin is final and non-refundable.

NFT Coins as such are not shares and do not give any right to participate in the general meeting of NEFTiPEDiA, cannot have a performance or a particular value outside the NFT Coin and partner platforms. NFT Coin shall therefore not be used or purchased for speculative or investment purposes. The purchaser of NFT Coins is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable. Anyone purchasing NFT Coins expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of NFT Coins.

Knowledge required: The purchaser of NFT Coins undertakes that she/he understands and has significant experience with cryptocurrencies, Blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage). NEFTiPEDiA shall not be responsible for any loss of NFT Coins or situations making it impossible to access NFT Coins, which may result from any actions or omissions of the user or any person undertaking to acquire NFT Coins, as well as in case of hacker attacks.

Risks: Acquiring NFT Coins and storing them involves various risks, in particular, the risk that NFT Coin may not be able to launch its operations and develop its blockchain and provide the services promised due to unforeseen circumstances. Therefore, and prior to acquiring NFT Coin, any user should carefully consider the risks, costs and benefits of acquiring NFT Coins in the context of the crowd sale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the NEFTiPEDiA platform) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire NFT Coins.



## IMPORTANT DISCLAIMER

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction.

This white paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision.

NFT Coins are just tokens which can be used only on NEFTiPEDiA's platform and other supported platforms, they are not intended to be used as a regular investment. The offering of NFT Coins on a trading platform is done in order to allow the use of the NFT Coin payments platform and not for speculative purposes. The offering of NFT Coins on a trading platform does not change the legal qualification of the tokens, which remain simple means for the use of the NFT Coin's platform and are not a security.

NEFTiPEDiA is not to be considered as an advisor in any legal, tax or financial matters. Any information in the white paper is provided for general information purposes only and NFT Coin does not provide any warranty as to the accuracy and completeness of this information. NFT Coin is not a financial intermediary according to the law and is not required to obtain any authorization for Anti-Money Laundering purposes.

Acquiring NFT Coins shall not grant any right or influence over NEFTiPEDiA'S REGISTERED ENTITY and governance to the Purchasers. Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact NEFTiPEDiA's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire NFT Coins must be aware of the NEFTiPEDiA's business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire NFT Coin acknowledge and understand that neither NEFTiPEDiA, nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes. NEFTiPEDiA will do its utmost to launch its operations and develop NEFTiPEDiA's Fintech systems..

Anyone undertaking to acquire NFT Coin tokens acknowledges and understands that NFT Coin does not provide any guarantee that it will manage to achieve it. They acknowledge and understand therefore that NEFTiPEDiA (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use NFT Coin tokens, except in case of intentional misconduct or gross negligence.

Representation and warranties by participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- Have read carefully the terms and conditions attached to the white paper, agree to their full contents and accept to be legally bound by them;
- Are authorized and have full power to purchase NFT Coins according to the laws that apply in their jurisdiction of domicile;
- Live in a jurisdiction which allows NEFTiPEDiA to sell NFT Coins through a crowdsale without requiring any local authorization;
- Are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- Will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- Have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- Purchase NFT Coin because they wish to have access to the NEFTiPEDiA's platform;
- They are not purchasing NFT Coins for the purpose of speculative investment or usage.

## CONCLUSION & FAQS

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Leveraging the latest technological advancements, NEFTiPEDIA's marketplace platform strives to make the trading of NFTs safe, decentralized and accessible to everyone from the lower and higher income groups alike. NFT Coin uses Blockchain as a core part of its operational technology that is scalable and here to stay.

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### – What makes NEFTiPEDIA Excentrique?

NEFTiPEDIA insists that an open and decentralized marketplace platform belongs to the community alone and not the project founders.

### – Who is NEFTiPEDIA for?

Artists, Creators, Buyers, Sellers, Traders, Collectors and Fans.

### – What is NFT art?

An NFT (Non-Fungible Token) is a unique token on the blockchain that can be attached to any asset to verify its authenticity and ownership. An NFT is not the artwork itself, it is the license to the artwork that is attached to the digital artwork on the blockchain.

### – What can I do with NFT art?

NFT art can be created, purchased, sold, traded, and collected. Tokenized art endows ownership rights such as:

- The right to own
- The right to sell
- The right to lend
- The right to royalties
- The right to confer reuse

### – What does it mean to “mint” art?

Minting art is the process of tokenizing your work and producing an NFT.

## **– How do I mint art on NEFTiPEDIa?**

When the NEFTiPEDIa Marketplace opens, anyone will be able to easily tokenize their digital work by uploading it to this unique platform and following some simple steps. NEFTiPEDIa is currently seeking submissions for commissioned work.

To submit digital art for consideration,  
please drop details at [artist@neftipedia.com](mailto:artist@neftipedia.com)

## **– Can any artist post work on NEFTiPEDIa?**

We do not limit any individuals from posting their work for the sake of creativity, as long as they meet our community guidelines and terms. We believe in an open platform but also respect the needs to limit views of sensitive content by age and disallow instances of copyright infringement.

## **– Does NEFTiPEDIa have transaction fees?**

Every purchase transaction will incur 1% transaction fee payable by the buyer. The proceeds from the transaction fees will be used to purchase \$NFT from Uniswap and distributed to all circulating token holders.

## **– Is the NEFTiPEDIa Marketplace limited to Digital Art?**

NEFTiPEDIa has diverse goals and plans to encompass other media such as photography, music, videos, and more — with auction features.

## **– Who is developing NEFTiPEDIa?**

NEFTiPEDIa is being built by a team of non-artists, developers, designers, marketers, and project managers with deep involvement and experience in the crypto space.

## **– What is Token \$NFT?**

Token NFT is a token created on NEFTiPEDIa to govern the ecosystem of the entire platform.

## **– When can we expect the NEFTiPEDIa marketplace to launch?**

The public Testnet will be launched on Q4 2021.



# NEFTiPEDIA



NEFTiPEDIA



NEFTiPEDIA



NEFTiPEDIA



NEFTiPEDIA CHAT



NEFTiPEDIA CHANNEL



NEFTiPEDIA



NEFTiPEDIA



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