



# ARTII WHITEPAPER v1.0.1

## NFT Marketplace & DeFi Protocol

(Artist Works, Asset Management, Staking, Lending)

V1.0.2 version (10.DEC.2021)

# Table Of Contents

<b>1. Executive Summary</b>	3
<b>2. Introduction</b>	4
<b>3. The Vision</b>	5
<b>4. The Mission</b>	5
<b>5. Product Overview</b>	6
5.1 SUMMARY	7
5.2 ARTII WEB 1.0	11
5.3 ARTII App 1.0	12
5.4 ARTII VR / Meta	13
5.5 ARTII NFT Marketplace	14
5.6 Digital Asset NFT Issuance Process	17
5.7 NFT Sales/Purchase Process	18
<b>6. Revenue model</b>	19
<b>7. Tokenomics</b>	20
7.1 Major Token Economy in NFT Marketplace	21
7.2 NFT-Defi's Token Economy	22
<b>8. Financial Plan</b>	27
<b>9. Github</b>	30
<b>10. Roadmap</b>	31
<b>11. Development Roadmap</b>	32
<b>12. Marketing Strategy</b>	33
<b>13. Marketing Guideline</b>	34
<b>14. Staking Plan</b>	36
<b>15. Leadership Team</b>	38
<b>16. Partners</b>	42
<b>17. ARTII Map</b>	43

# 01 Executive Summary

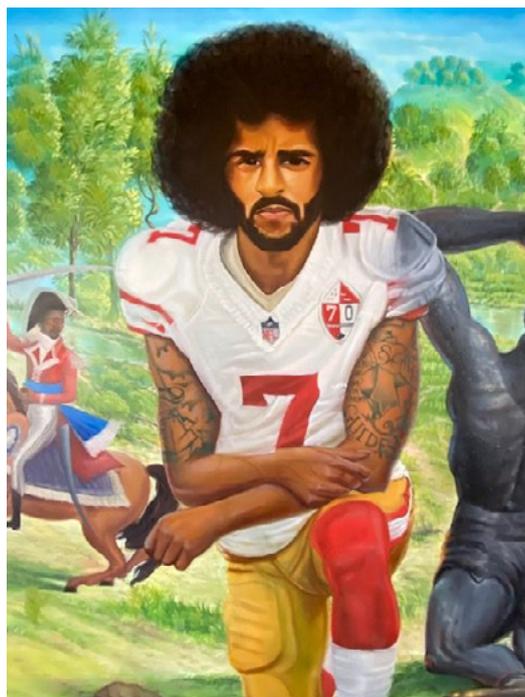
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Major business sectors are presently exploring blockchain and Defi use cases in their ecosystems to address recurrent industry problems. The decentralized, immutable, and transparent nature of blockchain makes it a perfect technology setup to disrupt existing centralized business models, not only across the financial landscape but within other industries such as healthcare, government operations, real estate, and supply chain and logistics, etc as well.

ARTII is a project of BDAM LLC group, which provides a platform for famous creators like Picasso, Andy Warhol, Alfredo Versace (fashion artist) and Lawrence Cartel (digital artist). Our platform focuses on converting famous artists' paintings into NFTs (Non-Fungible Tokens).

It aims to offer a platform that enables artists, content creators, developers, entrepreneurs, and gaming developers to tokenize their art-works and collectible items through the issuance of Non Fungible Tokens (NFTs), ensuring ownership authenticity, liquidity provision and monetization of underlying non-fungible assets.

This white paper gives a detailed description of our research, market analysis, planning. It aims to demonstrate the current status and future plans of ARTII ecosystem, its associated products and solutions such as ARTII NFT Marketplace, ARTII Lending and Borrowing Platform, ARTII Staking Platform and ARTII Token the native token of the ARTII Ecosystem.



## 02 Introduction

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ARTII is one of the UK based BDAM (British Digital Asset Management) projects, which provides a platform for famous creators like Picasso, Andy Warhol, Alfredo Versace (fashion artist) and Lawrence Cartel (digital artist). ARTII builds a blockchain infrastructure for content writers, artists, developers, and entrepreneurs in the form of NFT, DeFi.

ARTII also provides a platform to trade NFT assets through certain NFT marketplaces. Our platform also provides trading of NFT assets safely through a decentralized transaction method on Smart Contract, and in future we plan to provide DeFi based liquidity concept.



## 03 The Vision

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ARTII envisions creating an ecosystem for non-fungible assets by harnessing the potential of blockchain and tokenization. It strives to unlock the liquidity of non-fungible assets such as art-work while helping their owners to monetize their intellectual property rights.

## 04 The Mission

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- \* ARTII helps everyone to easily own/manage/buy/sell expensive art assets as NFTs.
- \* ARTII contributes in creating a more transparent and dynamic market with NFT technology.
- \* The NFT concept manages and protects art assets more safely.
- \* ARTII serves as NFT in art through DeFi concept and provides economic freedom to more people.

# 05 Product Overview

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## Web Platform



Issuance of NFT through Metamask wallet connection. As a platform for sale, purchase, resale, and auction multi-minting function is also provided. Through the web platform, you can also check the history of NFTs that have been purchased.

## Staking



You can stake an ARTII coin or can deposit the ARTII coin for pooling in the platform.

## App Platform



In ARTII app NFT can be created within the app with its own built-in wallet function and It is even possible to sell and buy in the app which is more similar to a web platform. Multi-minting function is also provided in our ARTII app and is even designed with SNS chat function that can able to like, comment the friends NFT post within the app.

## Pooling Function



ARTII also provides a pooling function in issued NFTs and can deposit. With the concept of coin mining, NFT rewards are generated and can receive the balance of the reward pool at any time after confirmation.

## Swap Function



ARTII coins can be supported through the coin swap function within the platform.

## Metaverse, VR



In addition to the simple NFT issuance, purchase, and sale of art works. In future, ARTII plans to build a virtual space i.e metaverse, which is easily accessible to the virtual art museum and view all NFT works directly. Virtual Space Gallery is also possible to trade NFT items within the virtual space.

## 5.1 SUMMARY

ARTII is a new NFT platform community that creates an ecosystem for non-fungible assets by harnessing the potential of blockchain and tokenization that meets the needs of the industry. It acts as a one-stop-shop for painters/agents who want to tokenize their paintings or who want to trade their painting assets, and investors who wish to access painting projects.

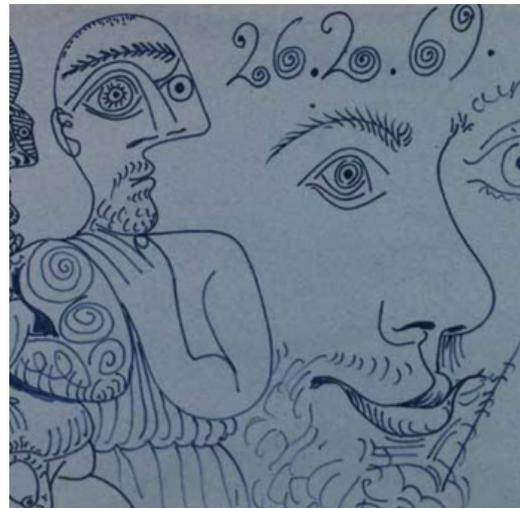
ARTII has partnered globally with museums, collectors, galleries and artists to offer authentic rare products. We also provide an innovative NFT platform that provides unique and wonderful works based on real drawings for the first time in the world that has been published and operated as NFTs.

ARTII platform trades real art NFTs with real value in the global market. Although it is common to deal with only digital pictures, ARTII includes not only digital pictures but also physical pictures for NFT.

In addition, the world's largest artists such as Picasso, Andy Warhol, Versace, Lawrence etc have been listed on our ARTII Platform, with all these achievements that cannot be easily done on other platforms ARTII is making it happen in real life.



Source Wikipedia : Andy Warhol Art



Source Wikipedia : Pablo Picasso Art

**Scalability Issues :** Being decentralized in nature, traditional blockchains tend to be much slower compared to centralized networks, which can impede the adoption of NFT on a global scale.

**Our Solution :** NFT on Ethereum-based currency has excessive fees and very slow processing. So, ARTII uses the Binance(BNB) network chain, which has a low fee and high speed. And we also plan to build our own mainnet in the future to improve fees and speed.

**Centralization :** Because of 'NFT platforms' centralized nature, both users and artists are facing security vulnerabilities and are prone to fraud and cyber-attacks. Moreover, such platforms offer the single point of transaction failure are at risk.

**Our Solution:** ARTII NFT platform decentralizes the art industry by deploying art applications on a decentralized blockchain network. The application's back-end lies on a blockchain, and the front end would be reserved with platform. With the issuance of NFTs, it enables artists and owners to tokenize their arts, ownership of which is secured in a cryptographic hash stored on the blockchain network

**Unfair revenue distribution :** Traditionally, a major portion of the generated revenue goes towards the art distribution companies, while artist are given only a small share of the earnings. Similarly, painters are entirely devoid of any share in the revenue, which is purely generated through their participation in the ecosystem.

**Our Solution:** While at one end, ARTII tokenizes the art assets through NFTs, which can be traded, it also enables a revenue model where by artists can incentivize their communities through revenue distribution. All such distribution are controlled by Smart Contracts, which works like traditional contracts but offers automation and are prone to bureaucratic manipulation.



**Source Wikipedia :** Alfredo\_Versace

### Lack of liquidity for Artist developers:

There are hundreds of Artist paintings out there, but still very little in demand. Most paintings only have very few players as marketing and expansion to the audience is expensive and requires substantial resources.

**Our Solution:** Artii launched the NFT platform that make real rare ownership, accessible and affordable to million of users globally. ARTII has partnered globally with museums, collectors, galleries to offer authentic rare, unique and cool paintings from famous artist such as Picasso, Andy Warhol, Alfredo Versace etc.

**Complexity in deploying:** Complexity in deploying: Traditional blockchain networks are complicated to deploy and difficult to attract artist works who always want high quality of original paintings.

**Our Solution:** ARTII MetaVerse offers simple integration of blockchain APIs and relevant tools, ensuring that high-quality and NFT Marketplace is possible while in a seamless, effective and cost efficient way.

**Online Piracy:** A primary concern is online piracy for artists, curators, galleries which haven't been curbed regardless of the different measures implemented by the creators and distributors.

**Our Solution:** In the ARTII Ecosystem, all essential data such as licensing and ownership information is stored in the NFT on an immutable blockchain network. As the NFT can't be copied nor it can be altered, the curb of piracy is completely eliminated.



**Scalability Issues :** The existing art market, which is considered to be open, is relatively considered a very closed, publicly inaccessible area and also, online payment methods are very limited for global users.

**Our Solution :** The blockchain protocol is very open and participation can lower the barriers to entry for everyone in the world.

**Asset Ownership :** Most modern painting assets that can be purchased, traded, and sold by the artist for real money. Since paintings can be duplicated and fake artist can start to say others paintings as his paintings, they can be easily manipulated and duplicated, creating losses for original Artist who invest real hardwork in their painting.

**Our Solution :** Unlike traditional paintings, ARTII enables its Artists to issue Non Fungible Tokens, which represent true ownership of the eliminates the dependency on third-party or middleman. Underlying fake artist can never be manipulated or duplicated. This grants the respective users true ownership, which can also be traded in a marketplace for monetization.



## 5.2 ARTII WEB 1.0

ARTII web platform is a decentralized NFT based platform on BNB 2.0 (BEP-20). Our functionality is possible to create, buy, sell, or resell NFTs. We also provide Multi-Minting function to enable more diverse NFT issuance that can be used in conjunction with Metamask and can be used for all activities such as purchase and sale. All of our platform functions can be traced and works securely.

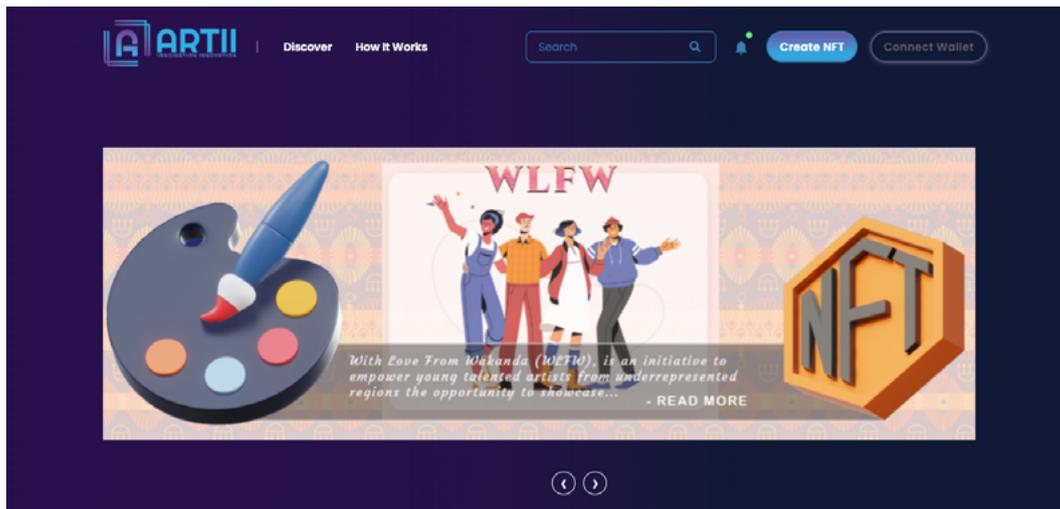


Figure I - ARTII Platform

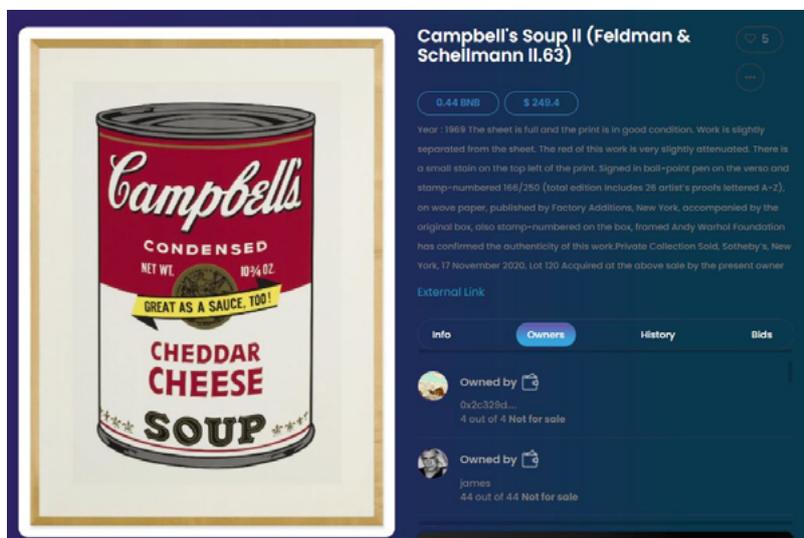


Figure II - Andy Warhol's work (Campbell's Soup II)

## 5.3 ARTII App 1.0 / Wallet

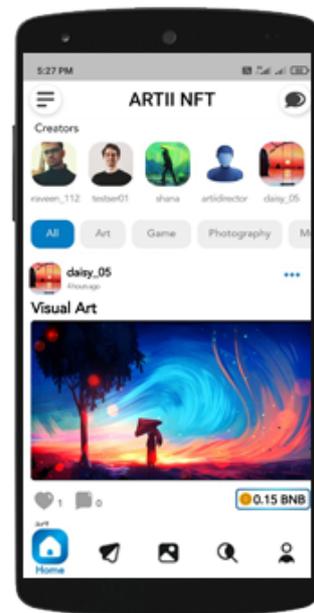
ARTII has launched a mobile version recently as an App for the NFT platform, which is developed in the form of SNS and for NFT-related activities within the app. Direct communication with the author or to connect with other users can be done with our app platform.

Our NFT app has launched with social media activities to communicate are possible with below functions:

- NFT issuance (Single / Multi)
- Sell, Buy
- Resale
- Wallet function (deposit, withdrawal for ETH, BNB)
- Purchase history
- Block check
- App Link

(Android) [ARTII NFT Marketplace](#)

(IOS) Coming Soon



ARTII Playstore

**NFTs as Badges :** Some of the major challenges that the ARTII Social Video Platform strives to resolve are:

**Ownership monopoly and control of large enterprises:** In the traditional centralized social media platforms, data ownership is reserved with the respective platforms who can use it for marketing and monetization purposes. Besides, these platforms have also the rights to ban content creators at anytime, without a pre-notice or warning

**Our Solution:** At ARTII Social Video Platform, content creators are the true owners of their digital content. The NFTs issued represents their ownership and the ARTII Platform has no control over it.

**Monopoly on all profits on the platform :** A very small share of the revenue is shared with content creators upon meeting very hard to meet requirements.

**Our Solution:** NFT issued against user content represent their ownership, which can be used for trading in the NFT marketplace. Besides, for the content generated revenue, a fair allocation of profit is distributed among NFT holders proportional to their contribution in the generated revenue.

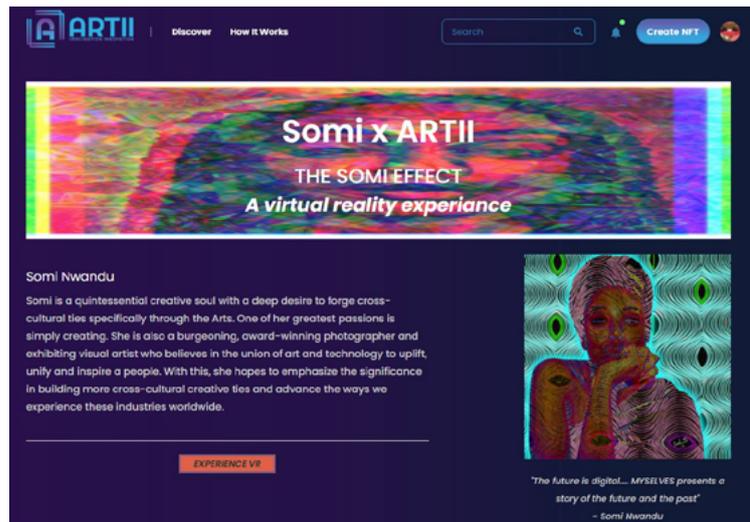
**Fake news and fake accounts:** Traditionally, it is very easy to create fake accounts either to imitate someone's identity on a social platform or to create fake news.

**Our Solution:** ARTII Social Video Platform utilizes blockchain NFT based identity protocol, whereby identity of a content creator or a user is stored in the NFT and can never be altered or replicated.

## 5.4 ARTII VR / Meta

### 5.4.1 ARTII VR Platform (Virtual Reality)

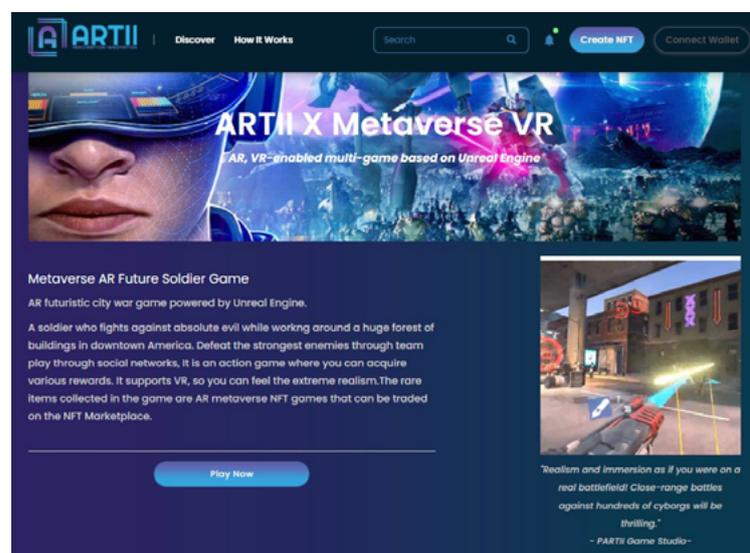
On the ARTII platform, a special artist gallery is created in a virtual space where you can see the artists' galleries and can purchase and sell NFT art works from wherever you are.



Somi x ARTII : A virtual reality experience

### 5.4.2 METAVERSE

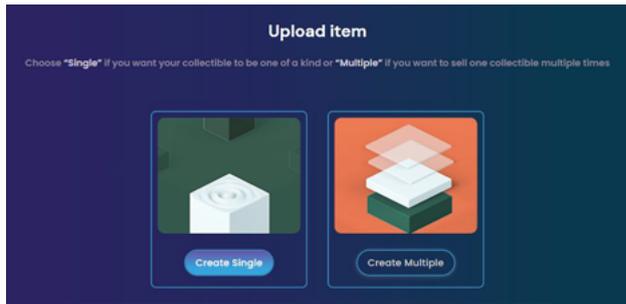
As for the metaverse function, P2E games will be released on the ARTII platform in the future. We also plan to provide various services, such as being able to trade items in-game.



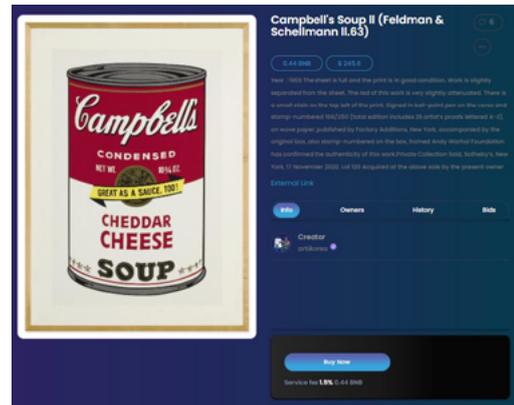
ARTII Game Studio

## 5.5 ARTII NFT Marketplace

The ARTII NFT Marketplace offers functionalities such as listing an NFT for trade, performing a trade through buy and sale operations, and displaying order details. It serves as a non-custodial decentralized NFT exchange protocol that works similar to traditional decentralized exchanges such as UniSwap, but with the difference that it is reserved for NFTs. Using the ARTII NFT Marketplace, content creators, artists or gaming developers are able to exchange their NFTs directly from a pool of buyers and sellers.

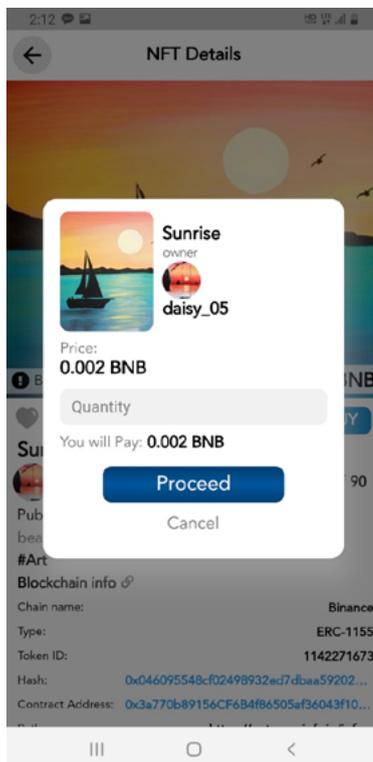


NFT Minting on Web (Artii.org)

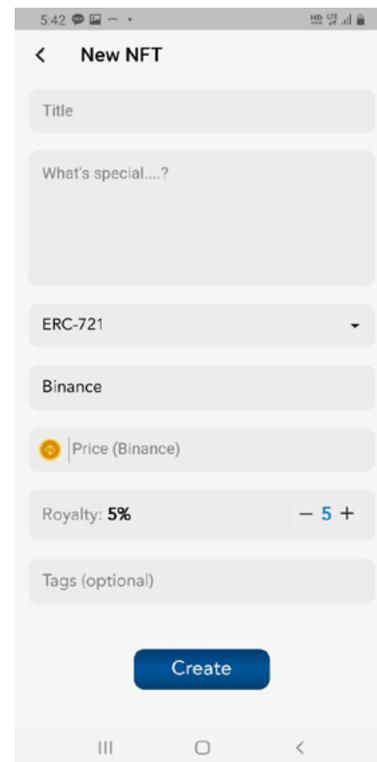


Trade on Web (Artii.org)

ARTII NFT Marketplace uses liquidity pools and automated market makers (AMM) with the added feature of oracle implementation for better price discovery and seamless liquidity. It utilizes an advanced market making mechanism. In contrast, its price discovery mechanism allows it to use average price oracles to retrieve assets' accurate market prices as input.



Trade NFT on Artii App



NFT Minting on Artii App

## Smart Contracts

The Smartcontracts are algorithms that execute in our platform automatically, governing the whole ecosystem Smart contracts can be helpful in tracking the ownership of the Collectibles on the platform.

The Collectibles in the platform has different designs that will be stored in the smart contract. All details about the Collectibles (ERC 721 tokens) will be tracked by the smart contract on the platform

Once the users initiate the transaction (ERC-20), the smart contract transfers the ownership of the assets (ERC-721) to the particular user.

Royalty- The royalty fee for the creators will be written on the smart contracts. For every sale, there will be a royalty fee transferred to the users.

**Transaction History-** When a asset is traded multiple times, the smart contracts stores the ownership details of the assets The marketplace allows the creators to upload the designs and edit the same with the appropriate designs.

## Launchpad

### Creator- Create a Collectible(Collectibles Token)

To create a collectible, users need to enter the following details:

- Type- Single/Multiple
- Upload Image
- Preview
- Choose Collection
- Choose Name
- Description
- Catchy Title
- Properties
- Enter Value
- Enable/Disable
- Put on Sale
- Unlock once purchased

Once they submit the above details, users need to confirm the app request in order to approve transactions from their wallets. The token details will be stored on the smart contracts.

### Bids

Users will be able to place the bids for the tokens based on their interest. They will enter the details such as bid amount, wallet, etc.

These bids will be stored on the smart contracts and sent to the creator.

### Sale

Based on the bids, creators can sell the tokens on the platform. Once the seller accepts the bid, the amount from the users' wallet will be transferred to the creator wallet.

The transactions and ownership details will be recorded on the blockchain.

### Hold

Users who have purchased the NFT tokens can hold the same in their wallet.

### Sell

Users can also sell these NFT tokens to other users by creating an offer on the marketplace. In the marketplace, users will be able to check the list of NFT tokens available for sale. Any user can buy/sell these tokens based on their preferences . All these transactions and ownership of the tokens will be recorded on the blockchain.

## Wallet Platform

- ARTII Web version accesses and uses the platform through metamask connection.
- ARTII APP version supports its own built-in wallet function.
- For integration of ARTII app and Web version to work together with the same database is planned in future versions.

### Share

Users will be able to share the collectible with their social media accounts such as Facebook, Twitter, etc

### Buy

Single NFT can be purchased or Multi-mined NFT can also be purchased in pieces.

### Resale

Once you buy, you can resell the NFTs on the platform.

### Bidding

You can set up bidding based on timings on fixed-price, competitive-price bid (web only)

### Accept Bid

Creators will be able to accept the bids from the users based on the amount and preferences.

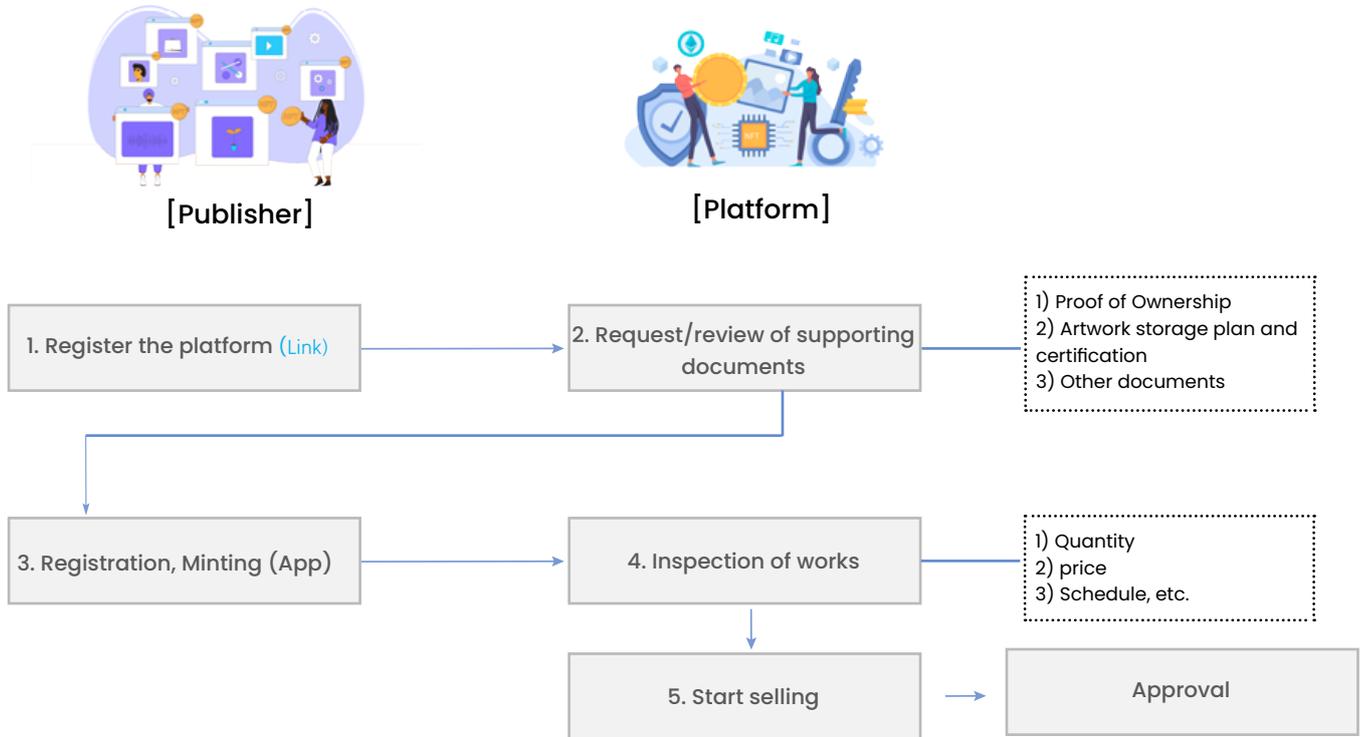
### Activity

Users will be able to check the trading history with the following details: Event, Item, Unit price, quantity, From, To, and Date.

### NFT Issuance

Users can publish their artworks in single or Multiple copies format.

## 5.6 Digital Asset NFT Issuance Process



\* Note : NFT with real asset value is carried out under a separate contract.

## 5.7 NFT Sales/Purchase Process



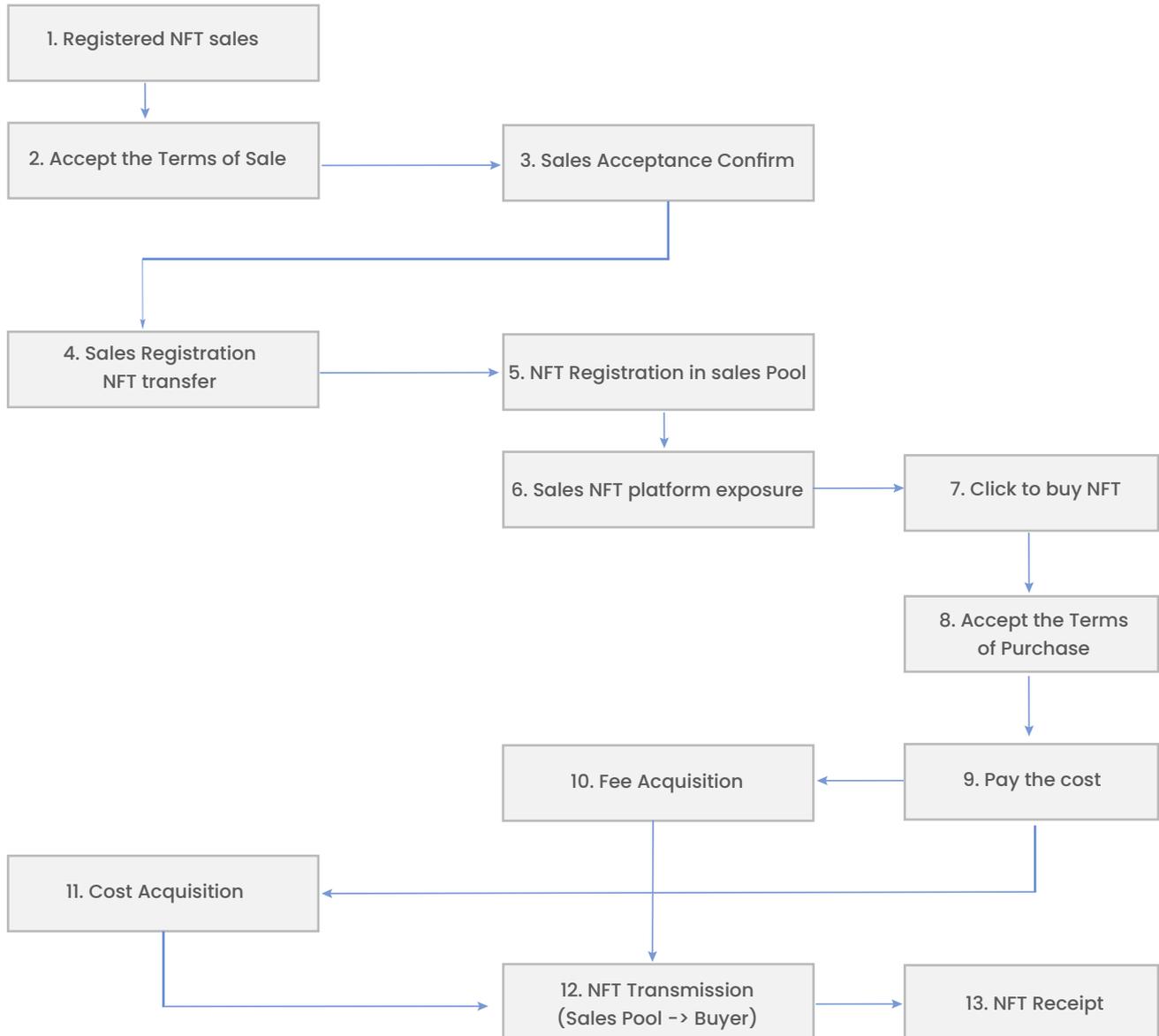
[Seller]



[Platform]



[Buyer]



# 06 Revenue Model

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ARTII serving as an ecosystem with multiple product offerings under its suite, has several revenue streams that are listed below.

- Revenue from Platform Operation Fee
- Revenue from POS Operation Fee
- Revenue from Staking Funds Operation



# 07 Tokenomics

ARTII Token is the native token of the ARTII ecosystem that serves the similar function as gas does in the Ethereum network. It enables user entry into the ARTII Ecosystem, allowing developers, gamers, artists or other users to access ARTII products and solutions. Artii Token can be switched between ARTII and ETH coins at p2p platform which is Buyzone.

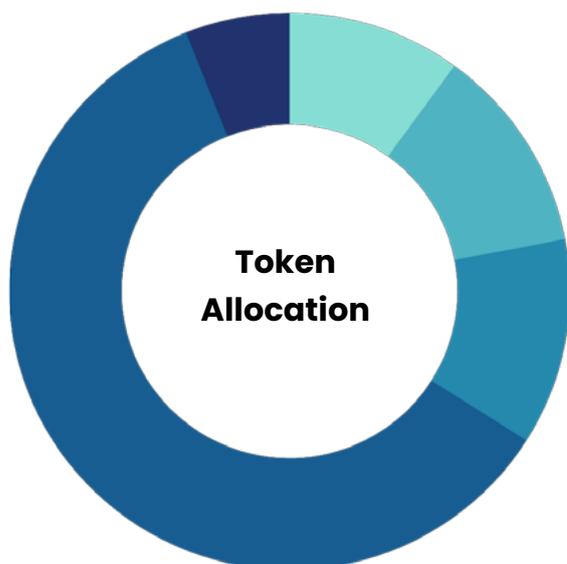
## Token Details

Name	Artii Token
Symbol	ARTII
Token Supply	2,000,000,000
Blockchain Network	ETH

**Total Volume : 2,000,000,000**

### Token Distribution

Founder (1 year Lock)	10%
Marketing	12%
Team (1 year Lock)	12%
Token Eco System	60%
Sales	6%



Founder (1 year Lock)	10%
Marketing	12%
Team (1 year Lock)	12%
Token Eco System	60%
Sales	6%

ARTII Token Contract Address : 0x07a858fc699f99ddf2b186bf162fd7f4d42f7f63

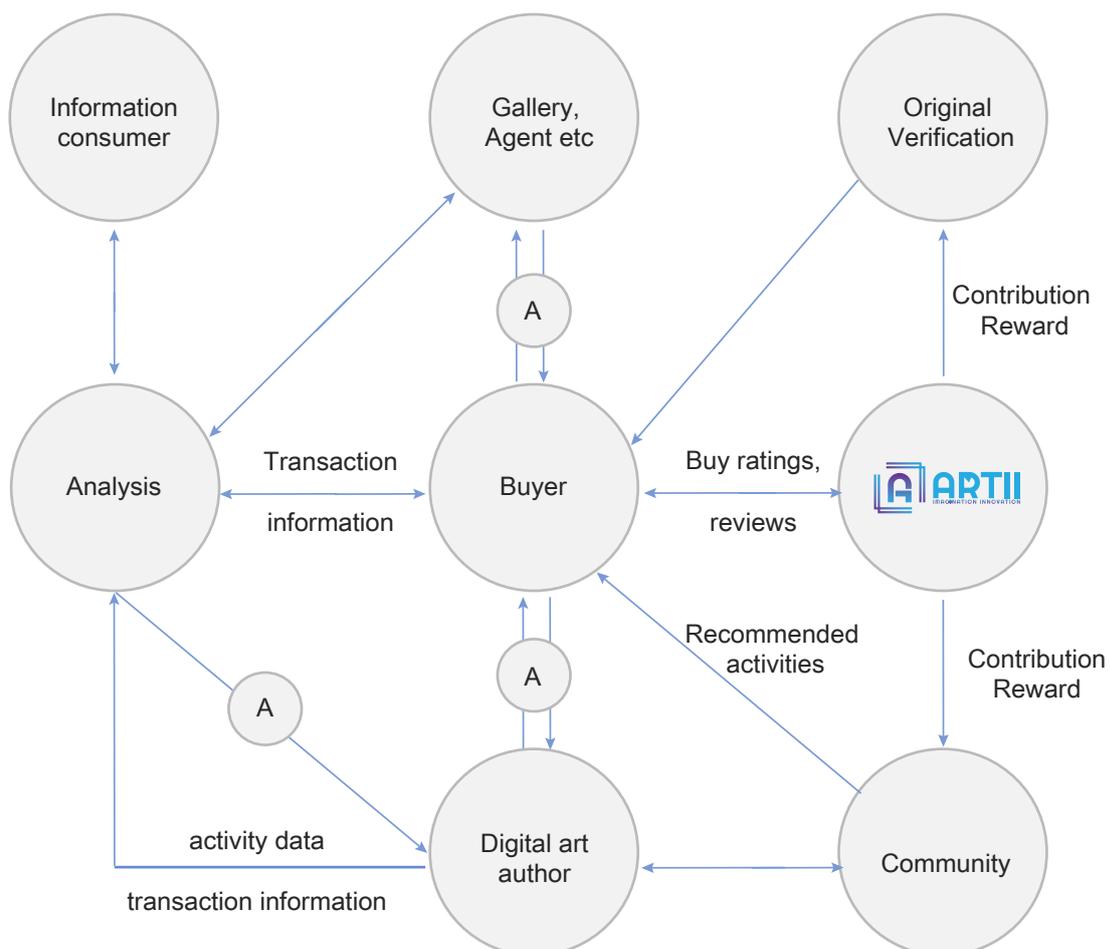
## 7.1 Major Token Economy in NFT Marketplace

### 1. Main Token Economy

The ARTII token runs on Dapp and aims to be an integrated platform that can connect the NFT issuance platform and the community together with the NFT marketplace.

ARTII tokens are largely used as (1) means of purchasing NFTs and using services, (2) means of compensation for community activities and contributions, (3) means of compensation for transaction information and verification activities, (4) platform payment fees, etc. . (5) Mining Rewards (6) DeFi Staking

The ARTII token economy is designed to acquire tokens and receive various benefits within the ecosystem through evaluations and reviews of author and buyers who create NFTs, and community activities, and is designed to circulate the token economy through NFTs.

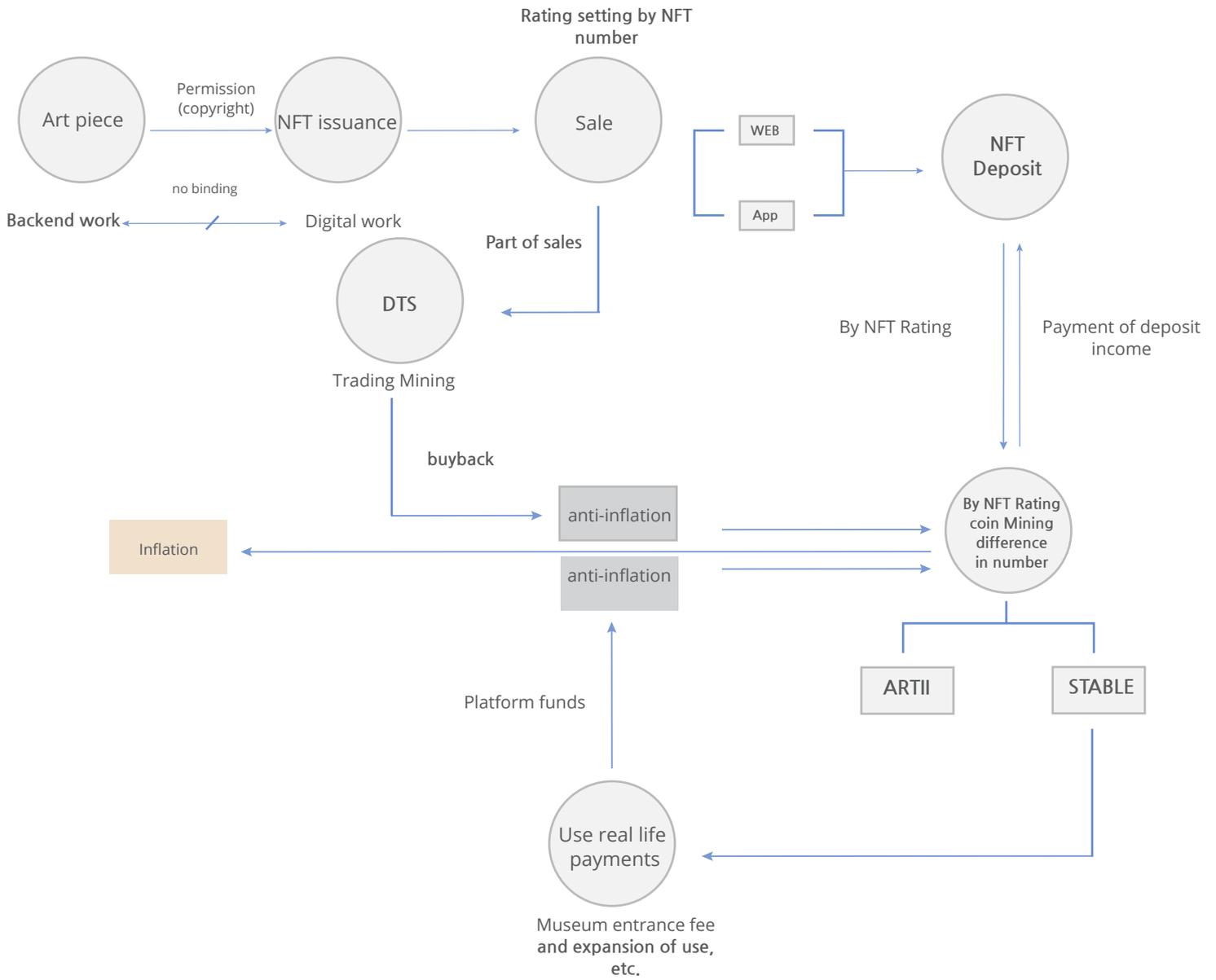


**Token Flow Economy**

## 2. Acquisition of Tokens and Rewards

Key Participants	Acquisition and Rewards
<p style="text-align: center;"><b>Author</b></p>	<ul style="list-style-type: none"> <li>• Authors receive token rewards by conducting promotional activities or marketing activities that can increase the value of NFTs.</li> <li>• Settlement for NFT sales will be received in ARTII</li> </ul>
<p style="text-align: center;"><b>Validator</b></p>	<ul style="list-style-type: none"> <li>• Acquire token rewards by participating in the appraisal of real art at art appraisers and institutions</li> <li>• Receive token rewards by participating in transaction information verification</li> </ul>
<p style="text-align: center;"><b>Buyer</b></p>	<ul style="list-style-type: none"> <li>• Buyers use ARTII tokens as a payment method for NFT purchases</li> <li>• Receive token rewards according to activity index such as • transaction activity and transaction amount, purchase evaluation and review</li> <li>• Token acquisition when receiving advertisements, recommending platforms, participating in events, etc.</li> </ul>
<p style="text-align: center;"><b>Community</b></p>	<ul style="list-style-type: none"> <li>• Participants participating in the community recommends the artist's work or earn tokens as a reward according to the community activity index</li> <li>• Earn token rewards by participating in transaction verification for digital art NFTs</li> </ul>
<p style="text-align: center;"><b>Agent</b></p>	<ul style="list-style-type: none"> <li>• Checks the permission of the work</li> <li>• Legal protection</li> </ul>
<p style="text-align: center;"><b>Staking</b></p>	<ul style="list-style-type: none"> <li>• The user who sold the NFT receives the sales funds.</li> <li>• You can also earn interest by staking.</li> </ul>
<p style="text-align: center;"><b>NFT Mining</b></p>	<ul style="list-style-type: none"> <li>• After dividing the NFT into layers, the holders participating in the mining can receive different reward coins.</li> </ul>

## 2.1 Sub Token Economy

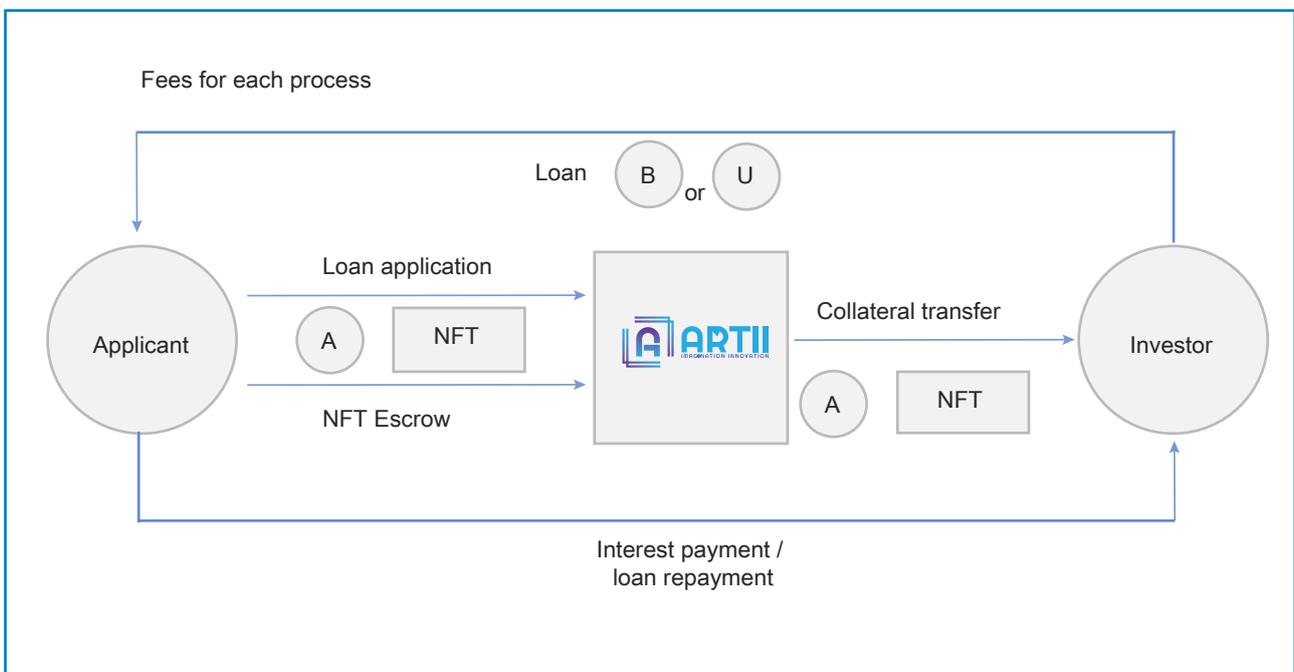


## 7.2 NFT-DeFi's Token Economy

### 1. Main Token Economy

Decentralized cryptocurrency secured loans based on algorithms have already existed. ARTII also added a staking (deposit) function to the cryptocurrency secured loan. ARTII users can stake some of them while depositing ARTII and NFT as collateral when lending. In other words, since the collateral entrusted for the loan is staked to generate compensation, the user can receive a loan while receiving compensation.

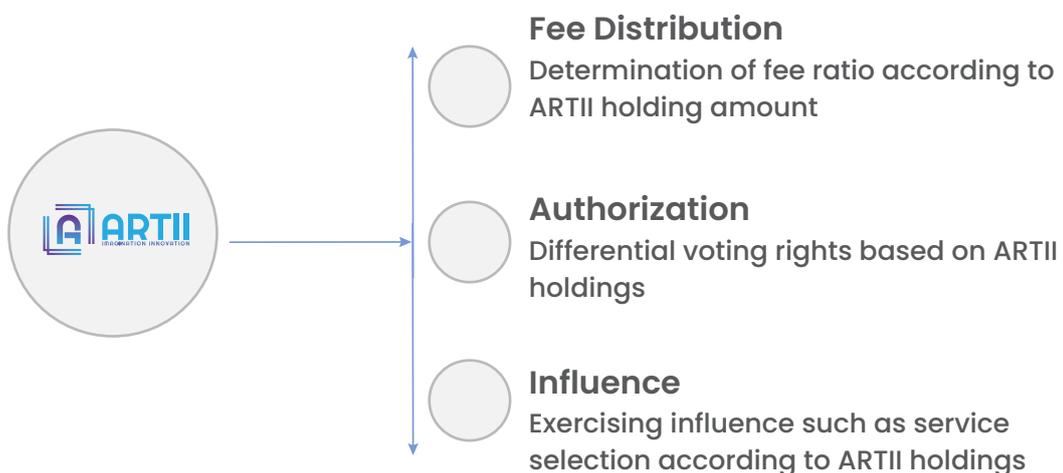
In the future, in addition to ARTII, we plan to expand the services that can receive collateralized loans using various cryptocurrencies as collateral, and we plan to release services that can use stable coins sequentially.



**P2P Loan Flow**

## 2. Detailed design and contents

Division	Contents
<p style="text-align: center;"><b>Incentive design</b></p>	<ul style="list-style-type: none"> <li>• Borrowers receive token rewards according to user reviews, reviews, and recommendation activities for the Defi service.</li> <li>• Earn rewards for payment of interest, early repayment, etc.</li> </ul>
<p style="text-align: center;"><b>Fee design</b></p>	<ul style="list-style-type: none"> <li>• As an integral part of NFT-Defi, the ARTII protocol network uses ARTII tokens as gas currency to pay fees for all basic operations such as transaction processing, smart contract distribution, proposal submission and other network activities.</li> </ul>
<p style="text-align: center;"><b>Staking and Governance</b></p>	<ul style="list-style-type: none"> <li>• A proof-of-stake-based consensus mechanism is used as the basic consensus algorithm, and ARTII tokens are used to determine the staking representing voting rights and the distribution of staking fees.</li> <li>• The ARTII protocol is managed through a DAO structure, with</li> <li>• ARTII tokens representing voting rights that can be used directly or delegated.</li> </ul>



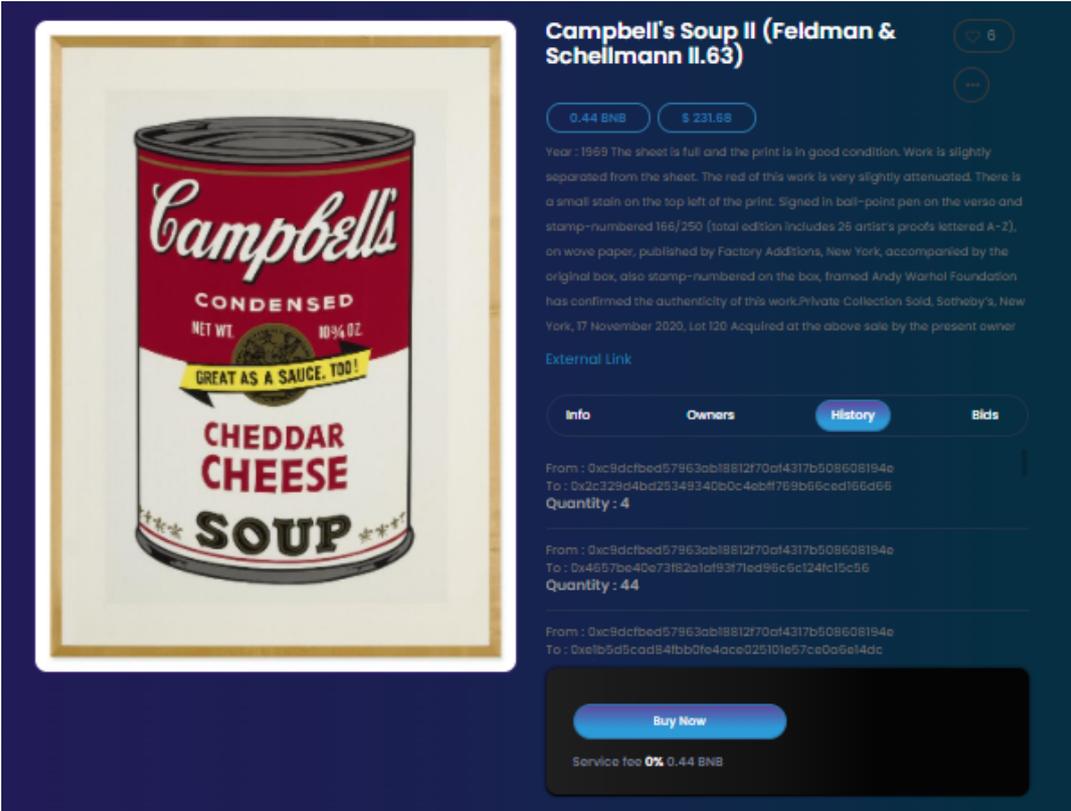
# 08 Financial Plan

## 8.1 Platform's Revenue Model

### 1. Physical-based NFT

ARTII Project is not centered on the existing funding, but is modeled on the platform's own profit. As it is a platform operated based on expensive real pictures, the commission income is also large. On August 17, 2021 artikorea.com, which is scheduled to open, the NFT value of Picasso and Andy Hall paintings is \$2,000 per piece. Artist picture is divided into a total of 1,000 pieces with NFT worth \$2,000,000 per piece.

This picture continues comes up on the platform with the fee income per picture is worth \$50,000. this is a one time deal. It is a profit when it becomes, but the rate of return continues to rise whenever many fragmented figures are traded.



**Campbell's Soup II (Feldman & Schellmann II.63)**

0.44 BNB \$ 231.68

Year : 1969 The sheet is full and the print is in good condition. Work is slightly separated from the sheet. The red of this work is very slightly attenuated. There is a small stain on the top left of the print. Signed in ball-point pen on the verso and stamp-numbered 166/250 (total edition includes 26 artist's proofs lettered A-Z), on wave paper, published by Factory Additions, New York, accompanied by the original box, also stamp-numbered on the box, framed Andy Warhol Foundation has confirmed the authenticity of this work.Private Collection Sold, Sotheby's, New York, 17 November 2020. Lot 120 Acquired at the above sale by the present owner

External Link

Info Owners History Bids

From : 0xc9dcfbed57963ab18812f70af4317b508608194e  
To : 0x2c329d4bd25348340b0c4ebff769b66ced166d66  
Quantity : 4

From : 0xc9dcfbed57963ab18812f70af4317b508608194e  
To : 0x4657be40e73182a1af9371ed96c5c124c15c56  
Quantity : 44

From : 0xc9dcfbed57963ab18812f70af4317b508608194e  
To : 0xe1b5d5cad841bb0fe4ace25101e57ce0a6e14dc

Buy Now

Service fee 0% 0.44 BNB

Physical based NFT platform

## 2. Digital NFT Platform

ARTII Project is not only based on the physical, but also digital. All the copyright issue has been resolved. Digital will be derived as a secondary work in the future to create a new revenue model.

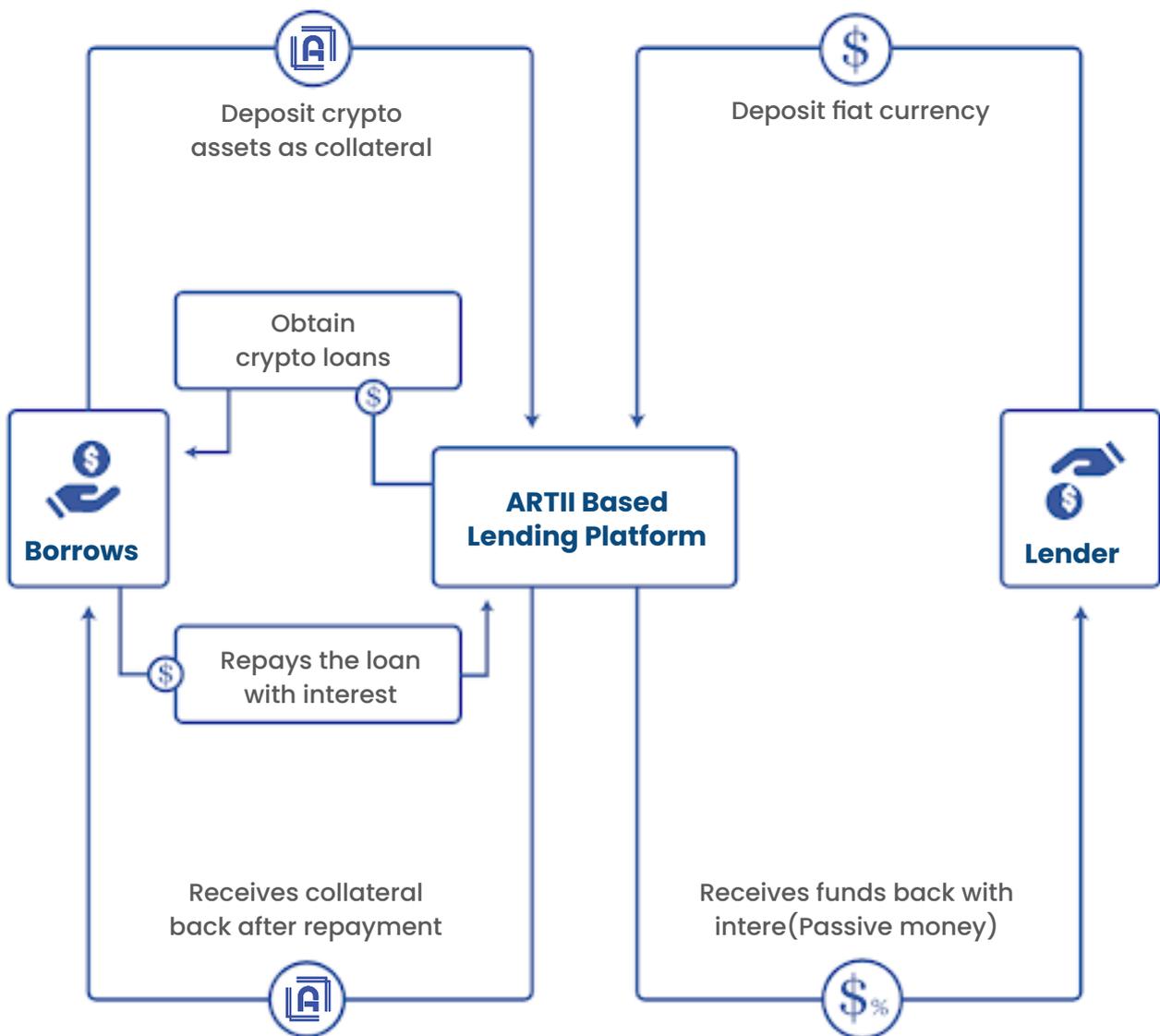
The screenshot displays the ARTII digital NFT platform interface. At the top, there is a navigation bar with the ARTII logo, 'Discover', 'How It Works', a search bar, a 'Create NFT' button, and a 'Connect Wallet' button. The main content area features a listing for 'ANDY WARHOL ART' with a '6 Favourites' button. The listing details include the title 'Campbell's Soup II (Feldman & Schellmann II.63)', the year '1969', the minting year '2021', and the method 'Art'. A detailed description follows, mentioning the work's condition, signature, and provenance. To the right of the text is a framed image of a Campbell's Soup can. Below the description, the creator and owner are listed as 'artilkorea'. The price is shown as '0.417 BNB / \$ 219.35', and there is a 'Buy Now' button with '1000 out of 1000' units available.

### Digital NFT Platform

## 8.2 DeFi Based ARTII NFT Platform

### Life-based expensive art DeFi

ARTII Project proceeds with defying expensive artworks. Clients appreciate the outstanding arts with entrust funds, and invest in art with the deposited funds. Profits from investment are provided to investors as tokens. DeFi operates on a monthly flat rate and variable system, so you can participate in staking products for each picture..



DeFi Based ARTII NFT Platform

# 09 Github

ARTII Foundation maintains all sources in github, anyone who have good art products can participate in NFT platform.

**Artii Foundation**  
Artii launched revolutionary NFT platform that has partnered globally with museums, collectors, galleries and artists to offer authentic rare, unique and cool.  
Korea, South <http://artiifoundation.org/>

Repositories 1 Packages People Projects

Find a repository... Type Language Sort

**ARTII\_Token**  
ERC20 coin source  
Solidity 0 forks 0 stars 0 issues Updated 13 hours ago

Top languages  
● Solidity

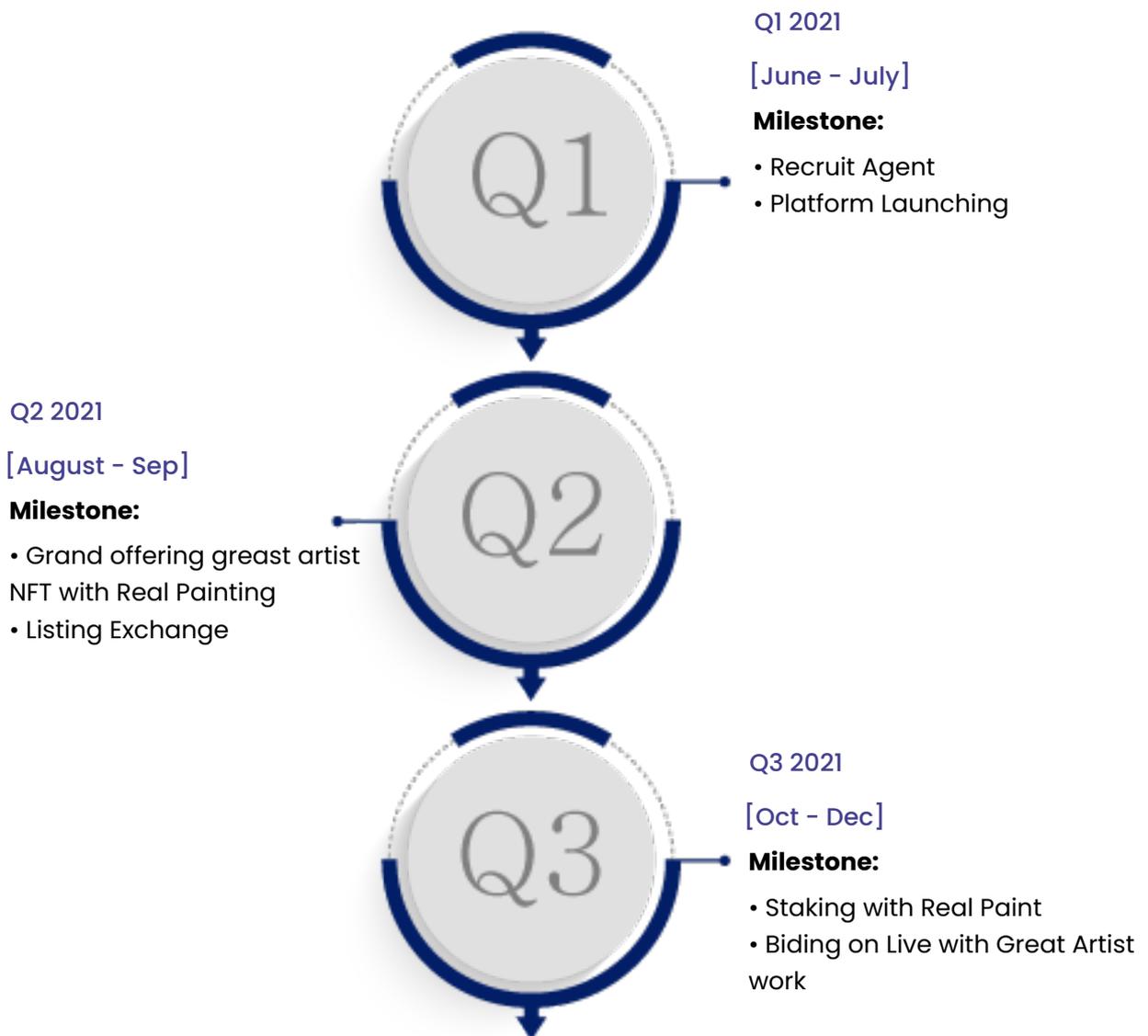
People >  
This organization has no public members. You must be a member to see who's a part of this organization.

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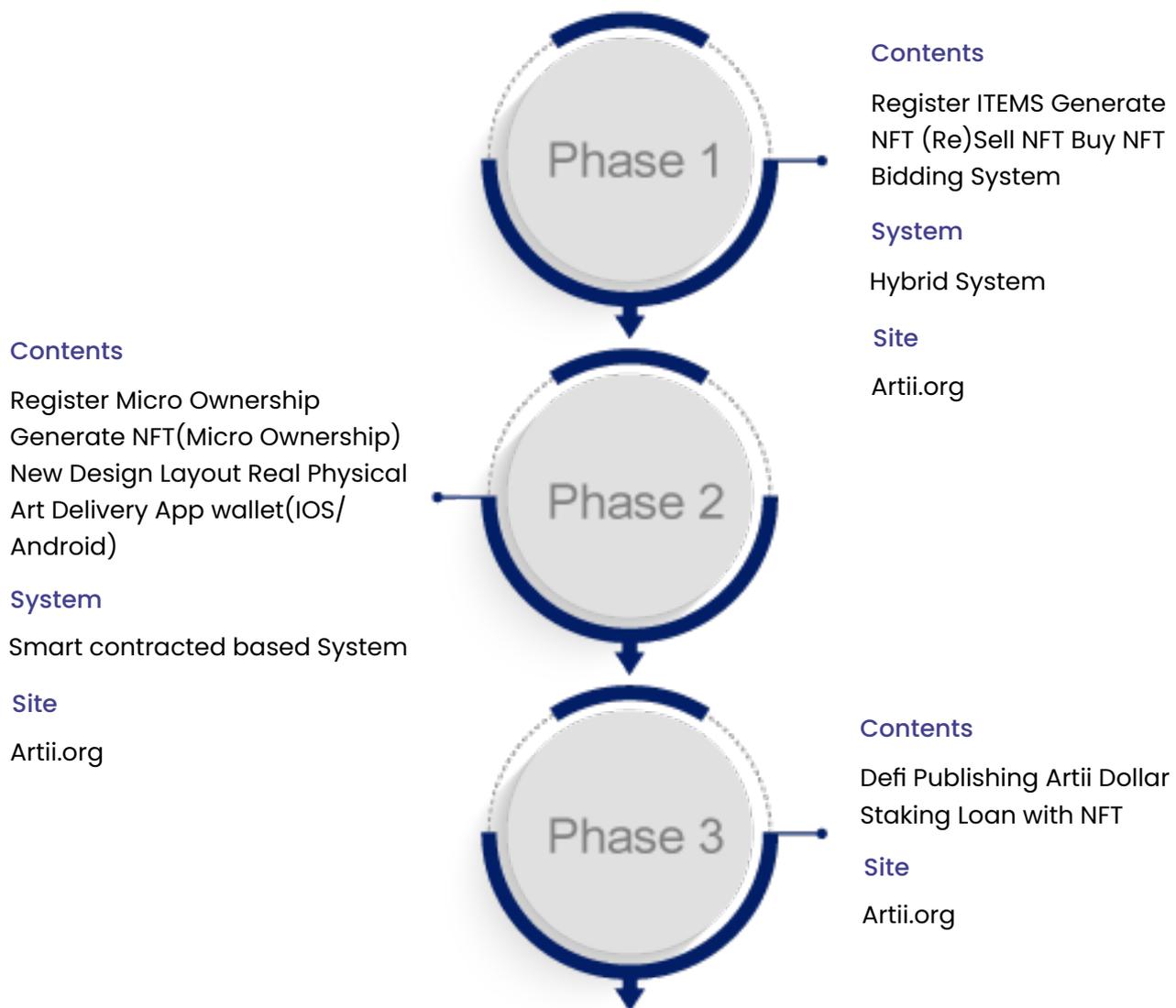
Artii Github : <https://github.com/artii-foundation>

# 10 Roadmap

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# 11 Development Roadmap



# 12 Marketing Strategy

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## Word of Mouth marketing



Word of Mouth Marketing is one of the most effective method for promotion of a project, as it can yield direct effects on someone who is being promoted or recommended to our project. The ARTII Platform, having already established connections with a big number of property brokers from across the globe will get a certain traction among property enthusiasts as they would be recommending us to their circles.

## Email marketing



The main purpose of using email mailings in our strategy is to increase the conversion rate of other marketing channels. We plan to collect email addresses of potential players using Display Advertising or Affiliate Marketing and build email communication with users.

## Press Releases



Press releases are a tried-and-true method of getting once message into a community. It will not only help our community getting updated but also inform new audience towards by keeping them engaged.

## Crypto Expos



To spread our message to potential investors, we create awareness campaigns throughout the globe. We strive to participate in Crypto Expos as well as in blockchain conference. Moreover, we will also sponsor mega events.

## Strategic Alliances



We will partner with key real estate agencies, brokers and merchandisers around the globe, which would serve beneficial for both of the parties and help in enhancing acceptability of the ARTII Token.

## Bounties and Airdrops



The management at ARTII also aim to conduct airdrop sessions and bounty campaigns whereby community is required to perform certain tasks e.g. translation of the website or the white paper, promotion across social media etc. and in return get rewarded with ARTII Token.

# 13 Marketing Guideline

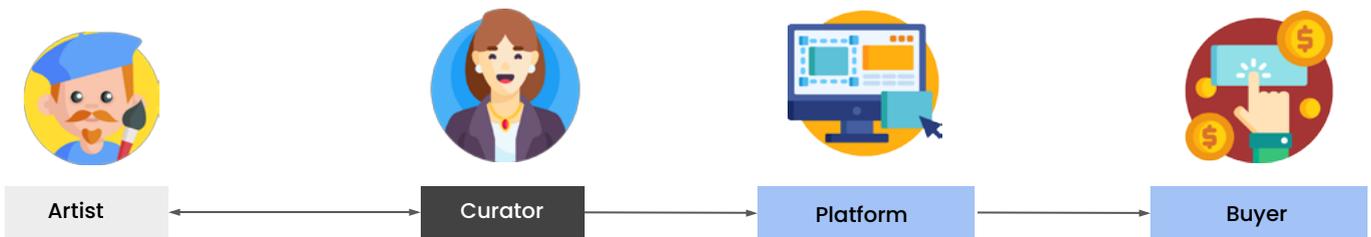
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## Traditional NFT Market



Traditional NFT Authors who do not know much about cryptocurrency like how to register, manage, sell, operate, and market well. So actual sales do not occur often.

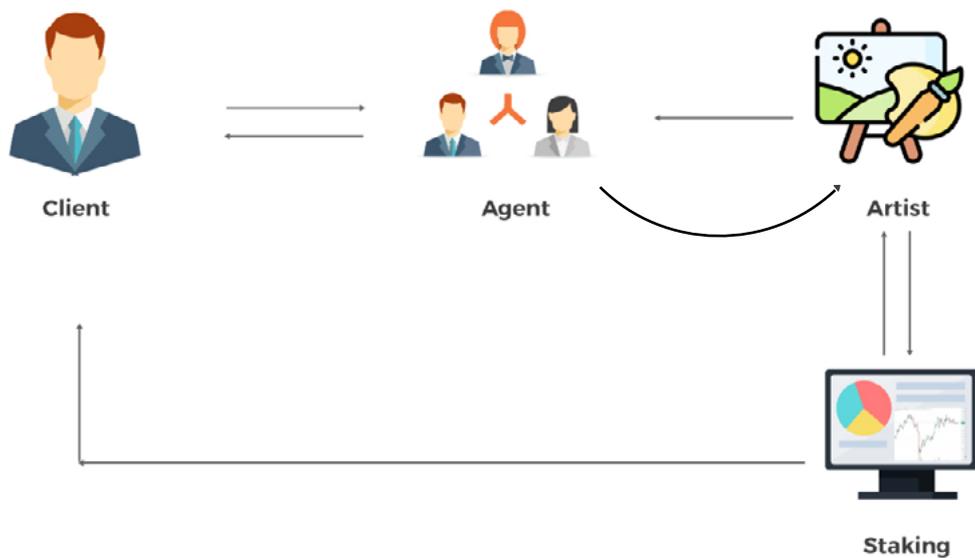
## ARTII NFT Market



Curator is specialist for crypto and arts, they will be managing Accounts, Arts, Nfts, Assets and help artist works. artist just focus to their art work. Here curator will be managing all include in marketing activities, so arts in ARTII platform is high brand works listed.

## Marketing Plan

Lots of NFT is getting useless especially when Artist is registered but since they are not famous, sales of the art work is not high. In majority sales are low. But ARTII concept is different. Our goal is to provide a platform for Artist and all their artworks will be sold out. So we are very serious about choosing artists' work and NFT too. ARTII platform can't be registered by artist, only possible by agent. Therefore agent care for good artist works and curated managing & marketing together. ARTII provide lot of beneficial for agent, for example Airdrop, Rewards, Profit shares, Global marketing. Agent can get lot of business opportunity at ARTII Platform, same way almost all Artist NFT will be sold out on our platform.



# 14 Staking Plan

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The Staking Service Operation Foundation operates the funds through a trading team specializing in cryptocurrency with the stake funds paid by project participants, and announces the details of the operating funds on the end of each month.

At this time, the proceeds, excluding the contract details and actual expenses for the operational trading team, shall be allocated to the participants and the foundation at 50:50. If a loss occurs, the proceeds are not paid. The trading team can be changed according to the trading team's capabilities.



# 15 Leadership Team

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**Christin J Coeppicus**

**Co-founder & President**

## Short Bio

Christin J Coeppicus is the Co-founder and President of Artii. Apart from her background and passion in mechanical & aeronautics engineering, She is an award winning Trinidadian self-taught multi-dimensional artist with experience in painting, drawing, sculpting, fabric arts, fashion design, and digital arts. Being born in the Caribbean she was always fascinated by the tropical landscapes, seascapes and historical architecture of the islands. Starting to paint, draw and work with clay at the age of four. By the age of fifteen Christin had participated and placed in fifty-two (52) national and regional competitions in the areas of writing, painting, drawing, illustrating, technical drawing and digital arts. Her works being published as murals and in books and calendars by various organizations. In 2015 she was one of the top 3 artists in the Caribbean for Visual Arts, and in 2017 she placed again in the top 3 in Art and Design.

In 2019 Christin represented Trinidad and Tobago in CarIFESTA as a youth artist under the Ministry of Culture and the Art's 'Export Center' initiative. Her incentive was to create cultural appreciation for local historic architecture and an appreciation for the ever-changing Caribbean landscape. Her pieces have been described as the immortalization of essential aspects in Trinidad's architectural and cultural heritage. Due to her success in this event, she over saw the operations of the Art Society of Trinidad and Tobago. She has since gained experience in exhibition curation, diplomatic cultural exchanges, and hosts workshops for emerging artists in personal branding, development, and marketing. Christin aims to inspire other artists in developing their own unique style and brand, and to facilitate the growth of artistic appreciation. She believes that art has the power to bring people together and to start important conversations that can influence societal growth.



## SOMI NWANDU

### Co-founder and Chief Creative Officer

#### Short Bio

SOMI NWANDU is the Co-Founder and Chief Creative Officer of Artii. She is an award winning Artist and outspoken Afro-futurist who has studied, lived, and worked in 5 cities, across 4 countries on 3 continents and has travelled to over 35 nations. Born and raised in Maryland, U.S.A. as well as Enugu, Nigeria, Somi has always been fascinated with artistic matters from an early age. She is a multidisciplinary creative that expresses her creativity through visual arts, writing, photography, fashion and the digital world.

She obtained degrees in Fashion Design from the Art Institute of NYC, Fashion Business Management and International Trade and Marketing with a Minor in Economics from the Fashion Institute of Technology. She completed an MA in Global Creative and Cultural Industries from SOAS University of London while actively pursuing her arts. Beyond academia, Somi has had the opportunity to plan, develop and showcase major initiatives for various stakeholders in these various creative industries like Tom Ford, Art Dubai, and more. Presently, she oversees communications and external affairs at the Smithsonian Institution National Museum of African Art, Washington, D.C.

Somi Nwandu is also a burgeoning, award-winning photographer and exhibiting visual artist who believes in the union of art and technology to uplift, unify and inspire people. With this, she hopes to emphasize the significance in building more cross-cultural creative ties and advance the ways we experience these industries. Somi Nwandu recently moved to Dubai, UAE to further explore these missions. Somi wants to increase equitable access to technology and make it inclusive for everyone.



## Jaian Cuttari

**Co-founder & CEO**

### Short Bio

Jaian Cuttari is the Co-founder & CEO of Artii. Jaian is an entrepreneur who founded Vel-trust, one of the top performing management consulting & investment firms in the United States, landing in the top ten on the Fortune 100 fastest growing businesses of 2020.

Jaian is a strong proponent of the arts and humanities, having supported social impact entrepreneurs in incubators such as Halcyon. Jaian wants to increase inclusivity and foster change in communities by making technology easy to use and accessible without barriers of entry.

Jaian leverages his background in US Public Policy to lead policy efforts and advisory to world leaders to push digital transformation by utilizing web 3.0 technologies in areas including but not limited to fintech, hospitality, agri-tech, healthcare and government.

### Education

Harvard Kennedy School  
Social, Economy, Foreign Policies

### Experience

veltrust (International Investment Advisory Firm) ceo



**Shivam R**

**Blockchain Lead**

**Short Bio**

He has a broad skill set ranging from full-stack development and distributed computing to blockchain technologies. He has had extensive experience with the Java and Node.js ecosystems as a Sr Software Eng. He has strong analytical skills and takes great care in communicating with clients to find the right solution for their needs. He prides himself in designing scalable, future-proof architectures and writing clean, maintainable code.

## India Team



**Daisy**

**Project Manager at Viral Present and Goodpayglobal**

**Short Bio**

Daisy serves as the Project Manager at Viral Present and Goodpayglobal. Having graduated from Master's in Business Management & Computer Science Engineering, Daisy focused and core areas are Business Structure and Business Proposals, Implementation of Managing Blockchain Wallet Services.



**Shana**

**Designer at Viral Present and Goodpayglobal**

**Short Bio**

Shana serves as the Designer at Viral Present and Goodpayglobal. Having graduated from Engineering, Shana focused and core areas are Website designing and UI designing for Blockchain Wallet Services.

# Technical Team



**Rahul AR**

CIO – Blockchain Lead



**Justin Johns**

Blockchain Developer



**Rajkiran**

Project Manager



**Sarin Ram**

VP of Solution



**Alex Feron**

Sr. Client Partner

# Advisor



Shiva  
Advisor



Satheesh  
Advisor

# 16 Partners

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# 17 ARTII MAP

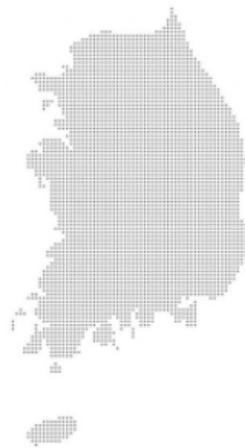
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[artiifoundation.org](http://artiifoundation.org)



ARTII Foundation



ARTII Korea Branch



ARTII India Branch

**USA** - 250 Nw 23rd St #212 Miami FL - 33127

**SINGAPORE** - 21 Woodlands Close, #04-12 Primz Bizhub, Singapore - 737854

**KOREA** - 73, Apgujeong-ro 30-gil, Gangnam-gu, Seoul, Republic of Korea - 06025

**INDIA** - 7th Floor, IIFL Building, 143, MGR Road, Kandanchavadi, Chennai - 600096