



# Asia's First DeFi-Integrated NFT Commerce Platform

Accelerating NFT mass adoption with utility, accessibility, and liquidity



JULY 2022

[www.solarr.xyz](http://www.solarr.xyz)



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# Executive Summary

Web 3 is touted as the future of the internet economy and NFTs and the Metaverse are inevitable in that future iteration of the web. Analysts estimated that the total addressable market for NFTs could be over US\$1 trillion and the NFT market size forecast for 2030 stands at \$350B with over 33% year-on-year growth in market size.

Capitalising on the high growth NFT industry, SOLARR is taking the current NFT marketplace model to the next level by building a DeFi-integrated NFT commerce platform. SOLARR empowers consumers, creators, and brands with the ability to create and trade NFTs through a decentralised digital commerce platform connected to the metaverse. This integrated platform forms the economic infrastructure which serves as the gateway connecting users seamlessly into the Metaverse virtual economy.

SOLARR’s mission is to accelerate NFT mass-adoption with utility, accessibility, and liquidity. Ultimately, our vision is to facilitate the world’s transition into the decentralised digital economy.

Playing a key role as the medium of exchange in the SOLARR ecosystem is the SOLARR token, denominated by token symbol SLRR. SLRR is an ERC-20 utility token based on the Ethereum blockchain and can be staked for launching fundraising projects and participating in voting activities, consumed by using it as a medium of exchange for NFT transactions and offset for fees, as well as earned as incentive for various ecosystem referral activities.

Ultimately, the strength of the SOLARR project lies in its solid team with impeccable experience across financial services and payments, technology and product development, as well as digital assets and blockchain. Headed by ex-investment banking and tech executives from Morgan Stanley, Credit Suisse, J.P. Morgan, Microsoft, and Opera, SOLARR has already raised US\$2 million in seed funding on its way to simplifying NFT commerce and accelerating the world’s transition into the decentralised digital economy.





01

# BACKGROUND

Current NFT Landscape and NFT Market Size

# Limitations of NFT 1.0

NFTs can be likened to a digital birth certificate. It is unique, you can't exchange it for another item, and this certificate of ownership lives on the blockchain, making it immutable. In the first iteration with NFT 1.0, we are barely scratching the surface of NFTs possibilities and full potential.

Most NFTs have limited utility, with only internal utility but lacking real-world utility and use cases outside their projects. NFTs have a singular fate for eternity and can only be owned by one person at a time. The current NFT landscape is fragmented and operationally complicated, making access for the masses difficult, cumbersome, and not to mention, expensive. All these, coupled with difficulties in price discovery, make NFTs highly illiquid, volatile, and capital inefficient.

## Limited Utility

With the arrival of NFTs, digital artists and creators now have a new way to claim ownership of their creative assets. However, when you buy a digital NFT asset currently, you are not actually buying a physical painting or artwork — you are merely the owner of a single record present on a blockchain ledger linked to a particular NFT asset. If you look closely at these digital assets, you will realize that these NFTs hardly offer any use cases or are far behind the concept of providing actual utilities. People spend millions of dollars every day to buy masterpieces; however, these creations seem to have zero or little utility beyond just emotional value. For example, The CryptoPunks collection is famous in the NFT space not because of its impressive art but because it was the world's first NFT built on Ethereum, which carries historical importance.

NFT projects with limited or no utility are often less resilient to market volatility as is evidenced by steep floor price drops during periods of extreme market volatility. Projects backed by real-world utility, on the other hand, are better able to withstand market fluctuations and hold their floor price better.

## Singular & Non-Interactive

The first iteration of NFTs have a singular fate for eternity and can only be owned by one person at a time. Once minted on the blockchain, these NFTs can only perform a singular function it was originally created for and cannot be upgraded in future.

They are also non-interactive and incapable of taking input from users. In a world where users are gravitating towards immersive and unique experiences, these non-interactive NFTs have little to offer and are thus less capable of sustaining their value over the long run.

## Fragmented & Operationally Complicated

As the NFT market is still in a nascent stage of growth, access into the space may prove to be complicated especially for non-crypto natives. Most NFT marketplaces require the creation and connection of crypto wallets as a pre-requisite for further access.

NFTs created on a particular blockchain and a particular marketplace cannot be easily transferred to a different marketplace for secondary sale. Even if it is possible, the whole process is cumbersome and not straightforward, even costly, in some cases.

The current NFT space is also incredibly fragmented with the lack of a trustworthy, one-stop service provider. For an NFT asset holder who wants to perform a variety of tasks to reap the full benefits of holding the NFT, the user will need to navigate multiple platforms and waste time looking for tools to perform tasks like buying, selling, bidding, minting, staking, borrowing, or lending, to name a few. There seems to be a need for a fully-integrated and user-friendly platform that serves the needs of NFT holders, yet few solutions have emerged to meet these user demands.



## Highly Illiquid and Volatile

In the current stage of NFT growth, illiquidity and volatility prove to be the main challenges associated with NFTs. Since NFTs are non-fungible and cannot be easily exchanged for cash or money, liquidity becomes an issue for NFT holders. To illustrate, a seller can only offload an NFT asset to a buyer who is willing to purchase that specific item at a specific price.

NFTs are also faced with the challenge of

difficulty in price discovery. The value of an NFT is often subjective for each buyer. Floor prices are influenced by subjective characteristics such as popularity, trend, utility, and rarity. Even so, a rarity trait that is deemed valuable to one buyer may not be the case for another buyer.

The non-fungibility nature of NFTs lends itself to low transaction volumes and illiquidity. This is exacerbated by the fact that there are currently very few liquidity providers in the market that offer liquidity services and tools for NFT asset holders. NFT asset holders are often unable to unlock value from their NFT asset without losing asset ownership.



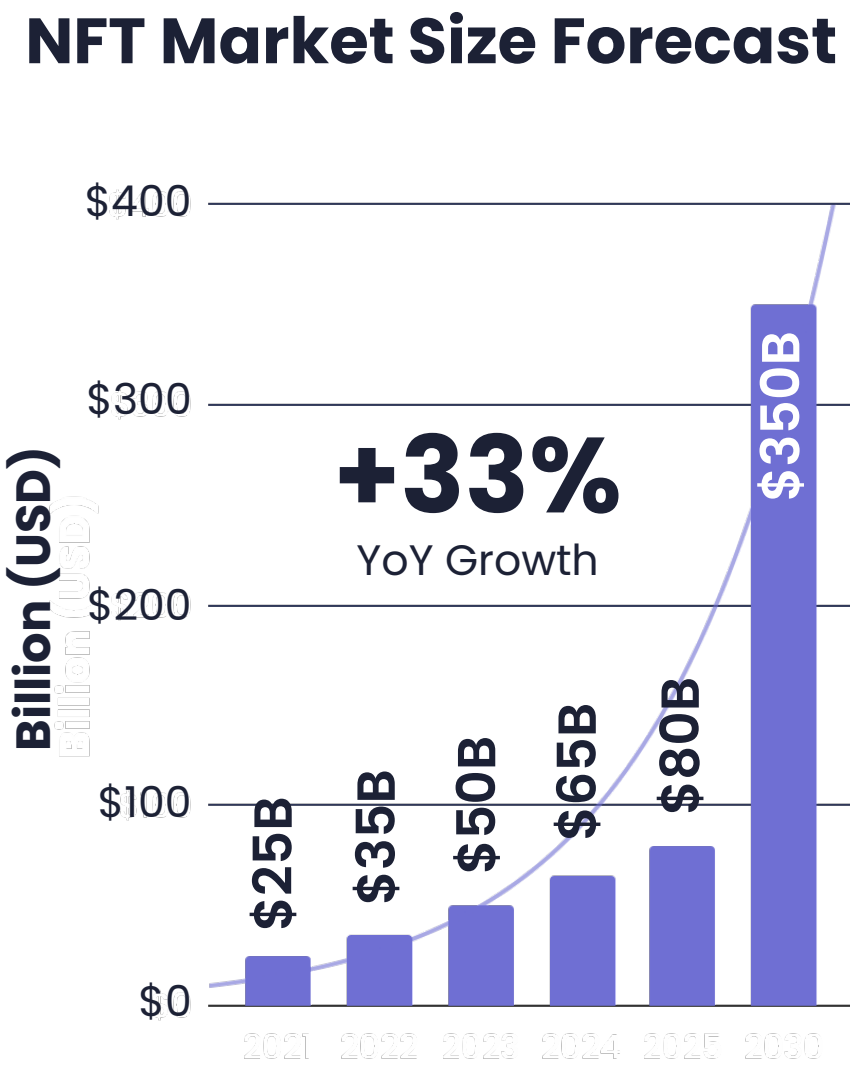
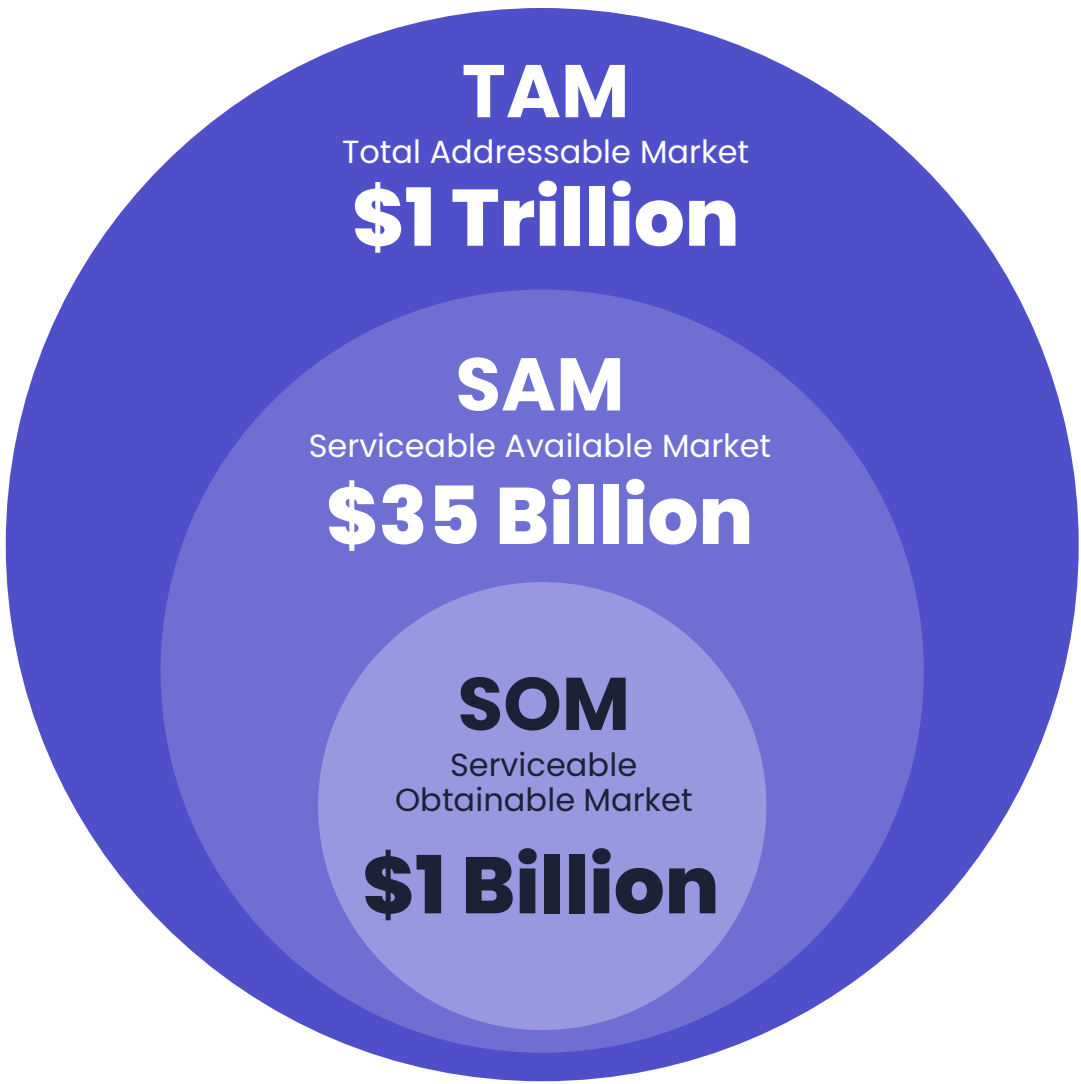
# Market Size

Despite the limited utility we are currently seeing in the NFT industry, the space is growing very rapidly with new innovations and news of wider adoption by large brands cropping up daily. Analysts believe that NFTs offer opportunities for brands to engage with their customers in new digital and experiential ways.

Analysts at Deutsche Bank estimated that the total addressable market (TAM) for NFTs could be over US\$1 trillion<sup>1</sup>. SOLARR believes that the serviceable available market (SAM)

that we could reach now is estimated to be over US\$35 billion in 2022<sup>2</sup>. This is according to the 2022 market-cap forecast by investment bank Jefferies. Jefferies also estimated that NFT market-cap could grow to over US\$80 billion by 2025 and approximately US\$350 billion by 2030<sup>3</sup>.

In terms of the serviceable obtainable market (SOM), SOLARR estimates that the market we can reach with our current resources is around US\$1 billion, which is approximately 3% of the serviceable available market.



**Figure 1:** NFT Market Size Forecast  
(Source: Deutsche Bank, Jefferies, Tokenized)

1. Canny, W. (2022, March 28). NFTs could go mainstream with Instagram’s planned support, Deutsche Bank says. Yahoo! Finance. Retrieved from <https://finance.yahoo.com/news/nfts-could-mainstream-instagram-planned-102354582.html>

2. Canny, W. (2022, January 21). Jefferies sees the NFT market reaching more than \$80B in value by 2025. CoinDesk. Retrieved from <https://www.coindesk.com/business/2022/01/20/jefferies-sees-the-nft-market-reaching-more-than-80-billion-in-value-by-2025/>

3. Heidorn, C. (2022, February 11). Shocking numbers: The NFT market size in 2022. Tokenized. Retrieved from <https://tokenizedhq.com/nft-market-size/>



**solarr**

**02**

**ABOUT  
SOLARR**

A DeFi-Integrated NFT Commerce Platform

# Background

NFTs (Non-Fungible Tokens) are unique cryptographic tokens on a blockchain and cannot be replicated. They are like certificates of ownership for virtual or physical assets. Goods that are mutually interchangeable and can be substituted by another identical item are deemed fungible. Examples of fungible assets are money, shares, and arcade tokens. Non-fungible assets, on the other hand, are goods with unique properties and cannot be interchanged or replaced with another item. This makes every NFT unique as every single one has a digital signature that makes it impossible for NFTs to be exchanged for or equal to one another.

Not only are NFTs unique, these tokens also contain the ownership history that are cryptographically secured on the blockchain. NFTs can be anything in the form of digital art, collectibles, digital music, electronic game assets, sports moments, and much more.

The first minted NFT is “Quantum”, which consists of a video clip. It was created by Kevin McCoy and Anil Dash in New York in May 2014. Meanwhile, “Etheria” which is generally recognised as the first NFT project on

Ethereum, was created shortly after the birth of Ethereum at the end of 2015. The real popularisation of NFTs, however, did not arrive until 2017 when Ethereum's ERC-721 token protocol was created and made popular by the application of CryptoKitties using NFT in the gaming industry.

NFTs have experienced rapid growth since 2020 after gaining recognition by the market and attracting more stakeholder involvement including traditional auction houses, famous art creators, well-known commercial brands, online NFT marketplaces, as well as new NFT token protocols after Ethereum.

As NFTs begin to gain more mainstream attention yet with few trusted integrated service providers to fill gaps in the market, we view this as an opportune time for SOLARR to introduce a solution that fills the market need.

SOLARR's mission is to accelerate NFT mass-adoption with utility, accessibility, and liquidity. Ultimately, our vision is to facilitate the world's transition into the decentralised digital economy.

# Introducing SOLARR

SOLARR is Asia's first DeFi-integrated NFT commerce platform empowering consumers, creators, and brands with the ability to create and trade NFTs through a decentralised digital commerce platform connected to the metaverse virtual economy. Users can leverage SOLARR's integrated NFT-Finance tools to increase utility, unlock value, and liquify NFTs within a secure, multi-chain, and user-friendly ecosystem. SOLARR's mission is to accelerate NFT mass-adoption with utility, accessibility, and liquidity. Ultimately, our vision is to facilitate the world's transition into the decentralised digital economy.

SOLARR takes the current NFT marketplace model to the next level by incorporating NFT finance (NFT-Fi) tools into the platform while also connecting the platform directly to the metaverse for a truly seamless and integrated NFT commerce and virtual economy experience.





# Pioneering NFT 2.0

SOLARR is pioneering a new generation of NFT solutions by connecting the power of decentralisation and Web 3 technologies to finance and the metaverse virtual economy. The solutions for the new iteration of NFTs (NFT 2.0) pioneered by SOLARR brings multiple benefits and solves the pain points experienced with NFT 1.0.

## Expanded Utility & Composability

SOLARR's platform empowers consumers, creators, and brand owners by bringing the next generation of NFTs to the masses. SOLARR is leading the way in helping creators and brands to create NFTs that are composable and bear real world utility while empowering users with NFT-Fi tools to unlock value, all within a secure, versatile, and multi-chain ecosystem. Creators and brand owners have the ability to compose, customise, and embed more utilities into their NFT asset or create new digital assets for use in the metaverse virtual economy.

## Interactive & Dynamic

While the first iteration of NFTs are non-interactive and incapable of taking input from

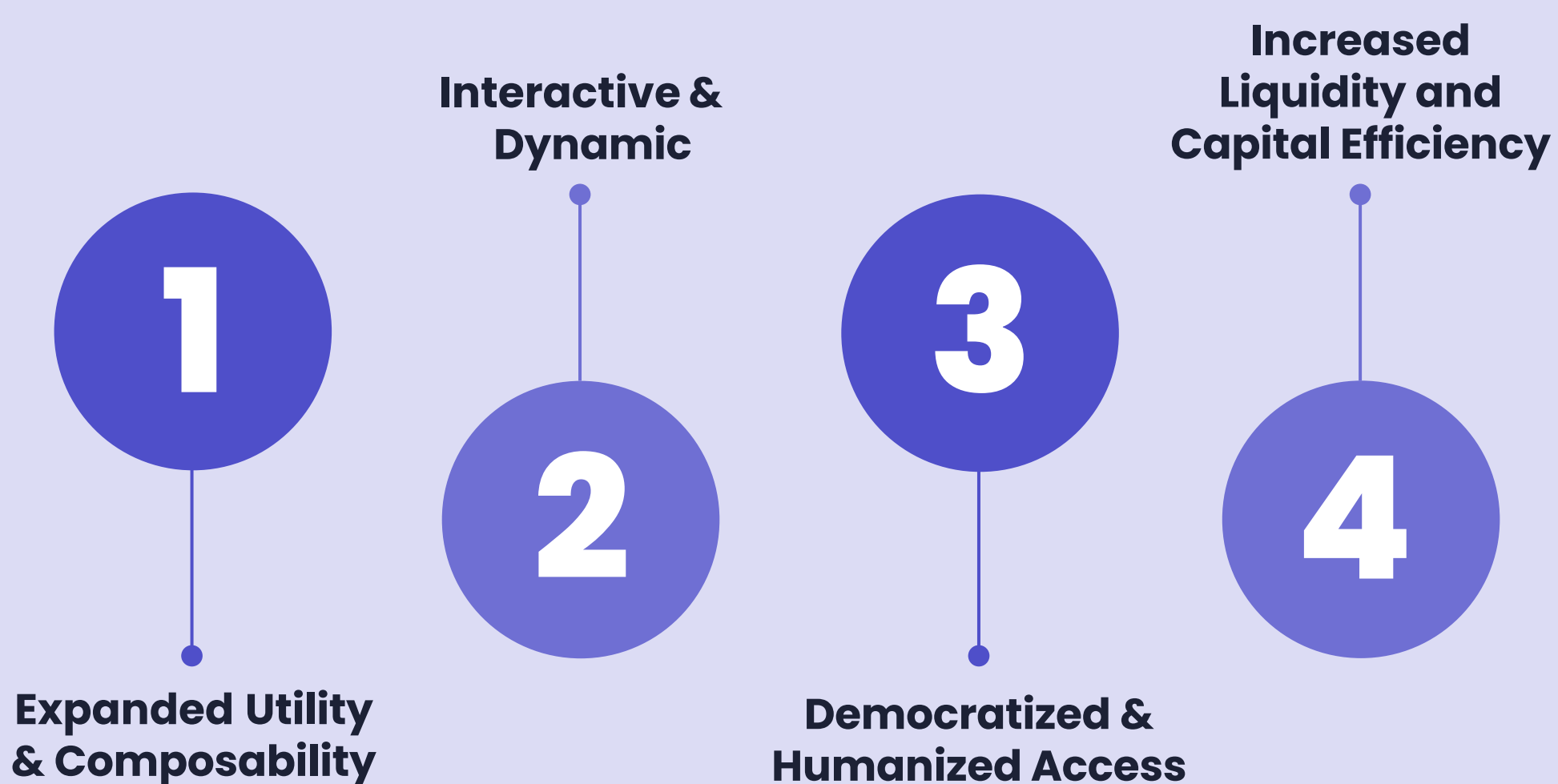
users, SOLARR's platform aims to support NFT 2.0, capable of supporting interactive and dynamic features. This new generation of smart NFTs are able to take feedback and input from users and other sources to bring enhanced NFT characteristics and utilities for buyers.

## Democratized & Humanized Access

SOLARR's ecosystem has been designed with the end user in mind, featuring ease of use and access within a trusted, one-stop ecosystem. Previously, access to liquidity tools and services were only limited to a niche, sophisticated audience. With SOLARR, we aim to democratise access to these NFT-Fi tools and services to help more users unlock value from their NFTs.

## Increased Liquidity and Capital Efficiency

SOLARR's ecosystem provides users with services and tools that make price discovery simpler. More transparent and ease of price discovery leads to increased liquidity for NFTs. SOLARR also offers services such as NFT staking and NFT as collateral to increase capital efficiency for users.



# Who is SOLARR For?

## Consumers

SOLARR offers consumers and digital asset collectors a platform for discovering high-quality, curated digital goods. SOLARR also empowers these consumers with financial utility by leveraging decentralised finance applications to unlock utility and liquidity.

## Creators

SOLARR offers a one-stop multi-chain and multi-payment NFT ecosystem with tools for Creators to create digital goods, liquify NFTs, crowdfund, stake-to-earn, and collect royalties after minting their NFT assets.

## Brand Owners

SOLARR offers opportunities for brand owners to participate in the NFT and metaverse virtual economy, opening up new models for business commercialisation. Additionally, brand owners can increase the reach of their audience penetration by building communities and delivering unique and exclusive brand experiences to customers and opening up new revenue streams with sales of digital goods.

## Digital Asset Projects

SOLARR also offers services for digital asset projects to extend the lifecycle of their project tokens. Through SOLARR's Launchpad, we provide these digital asset projects with ISNO-as-a-Service (IaaS) as a new model for projects to issue stakeable NFTs, increase token utilities, and engage support from the community.





03

# ECOSYSTEM

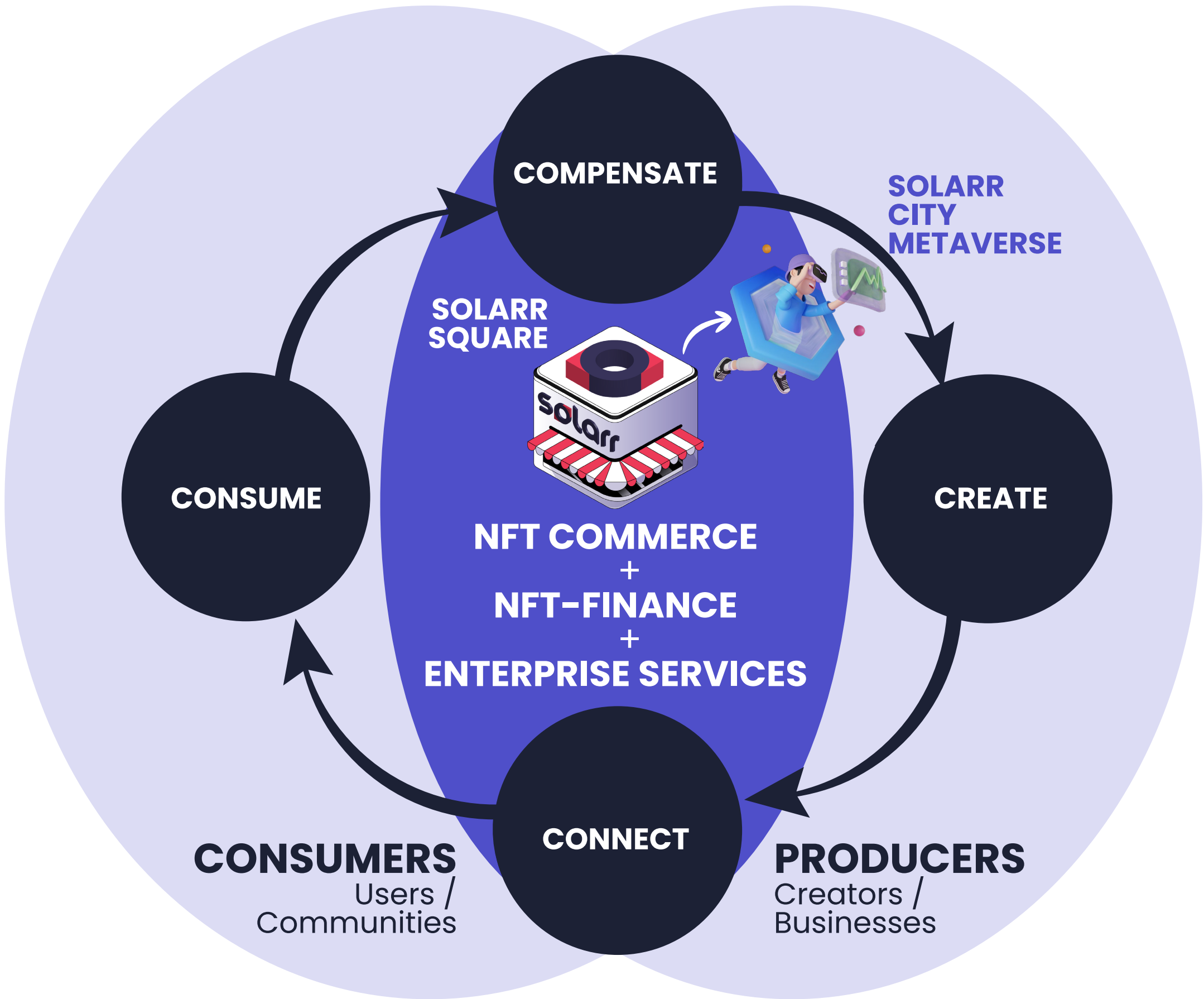
SOLARR's Ecosystem and Services

# The SOLARR Ecosystem

SOLARR's ecosystem features a decentralised NFT-Commerce platform, SOLARR Square, with integrated NFT Finance (NFT-Fi) solutions to meet the needs of the new virtual economy. This integrated platform forms the economic infrastructure which serves as the gateway connecting users into the Metaverse virtual economy.

SOLARR Square, SOLARR's NFT-Commerce Platform connects NFT and virtual goods

consumers with the producers - NFT creators and businesses. Consumers can earn rewards and unlock liquidity, while reaping the benefits of increased choice, flexibility, convenience, and a more unique virtual shopping experience. Meanwhile, creators and businesses get to generate new customers and more revenue from a new commercialisation model by participating as a virtual economy producer.



**Figure 2:** The SOLARR Ecosystem



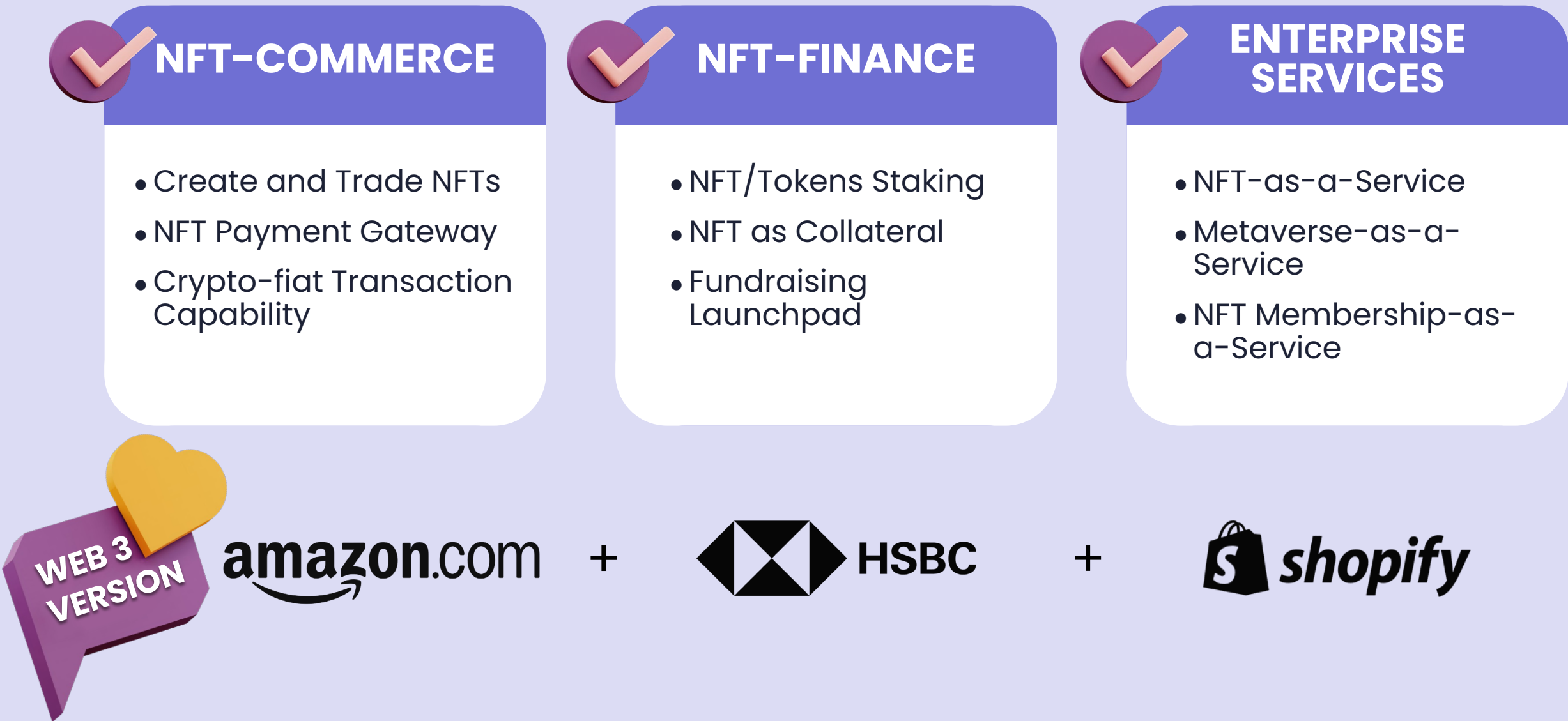
# SOLARR’s Ecosystem & Services

SOLARR’s ecosystem comprise a DeFi-integrated NFT commerce platform connected to the metaverse virtual economy. In a nutshell, SOLARR’s services can be categorised into NFT commerce and decentralised finance services. These services are available to both the consumer as well as the producer segments, including Creators, Small Medium Businesses (SMBs) and Enterprises.

At the core of SOLARR’s ecosystem is SOLARR Square, an NFT commerce platform which is connected to SOLARR City, a natural extension of SOLARR Square’s virtual commerce

activities in an immersive metaverse environment. SOLARR has designed a suite of enterprise services to cater to the needs of businesses in facilitating their transiton into the NFT and metaverse virtual economy.

SOLARR’s NFT commerce services is supported and strengthened by Decentralised Finance (DeFi) services that have been integrated into the SOLARR ecosystem and made available to all ecosystem members and users. These DeFi services include SOLARR Credit and SOLARR Launchpad.



**Figure 3:** SOLARR’s integrated platform offering

# NFT Commerce Services

## 1 | SOLARR Square

SOLARR Square is an NFT commerce platform empowering creators, brands, and consumers with the ability to create, mint, buy, sell, and bid NFTs. It is the central digital commerce touchpoint within the SOLARR ecosystem and is directly connected to SOLARR City's metaverse virtual economy.

Besides catering to individual creators, SOLARR Square also lets brands create "Branded Storefronts" for greater brand prominence and visibility. This presents a curated branded store shopping experience for digital asset consumers to shop with confidence, comfort, and peace of mind in knowing that they are getting access to the top brands and authentic, high-quality NFTs.

Designed in a humanistic style with an easy-to-use interface, SOLARR Square provides brands with comprehensive composability features and tools for minting NFT products without the need for any coding. Brands can create a single NFT or a collection, and embed rules into the NFT at the point of minting, such as incorporating royalties or user perks.

Digital asset consumers can begin shopping simply by connecting a digital asset wallet to the platform. SOLARR will also be introducing the convenience of purchasing NFTs using a credit card, making shopping for NFTs simple and quick.

## 2 | SOLARR City

SOLARR City is a natural extension of SOLARR Square's virtual commerce activities in an immersive metaverse environment. It allows for greater interactivity and a unique shopping experience for shoppers while giving brands greater creative opportunities to delight and engage with buyers.

SOLARR City presents brands with greater creative opportunities to delight and engage with customers while offering an immersive virtual shopping experience for consumers.

SOLARR City is built on land in the Decentraland metaverse. Users can access SOLARR City simply by using the "teleport" function within SOLARR Square or by navigating to SOLARR City from within Decentraland. Users can select and personalise their avatars when navigating the SOLARR City metaverse.

The mall within SOLARR City offers shop lots that are available for lease by brands looking to capture opportunities in the metaverse virtual economy without heavy investments.

SOLARR City will also feature a curated NFT gallery where selected NFT artworks will be put on display. All digital goods and NFT artworks within SOLARR City are "commerce-ready" as consumers will be connected directly to the NFT commerce features within SOLARR Square for quick and easy shopping with just one click.



### 3 | SOLARR Enterprise Services

#### NFT-as-a-Service (NFTaaS) and Metaverse-as-a-Service

SOLARR’s NFT-as-a-Service (NFTaaS) offering takes all the complication out of NFT-commerce, making it quick, easy, and cost-effective for brands to create an NFT online store and sell branded NFT digital products. The disruptive "no-code" NFTaaS solution helps brands develop a new commercialisation model, leveraging on SOLARR’s integrated economic infrastructure and gateway into the metaverse virtual economy.

SOLARR’s comprehensive NFTaaS service offers full lifecycle services covering the different stages in a brand’s journey into the NFT economy from composing the NFTs all the way to post-launch services covering physical goods redemption. The stages include:

- 1. **Compose** - SOLARR will help the brand to develop an NFT strategy and compose NFT utilities and smart contract rules, such as embedding royalties into subsequent sales.
- 2. **Design** - Develop Metaverse-ready NFT designs in 2D or 3D with branded NFT storefront on SOLARR Square and SOLARR City.
- 3. **Mint** - Develop smart contract and mint NFTs for publishing on branded storefront with interconnectivity between SOLARR City and SOLARR Square.
- 4. **Launch** - Develop strategic NFT marketing & PR campaign to promote NFT and grow community. SOLARR also offers an NFT payment gateway and the convenience of accepting credit cards for NFT purchases.
- 5. **Redeem** - SOLARR will create a smooth user experience for users to redeem NFTs for physical goods or services. Post-sales services including store staff training, member loyalty services, and crypto to fiat off-ramping services.

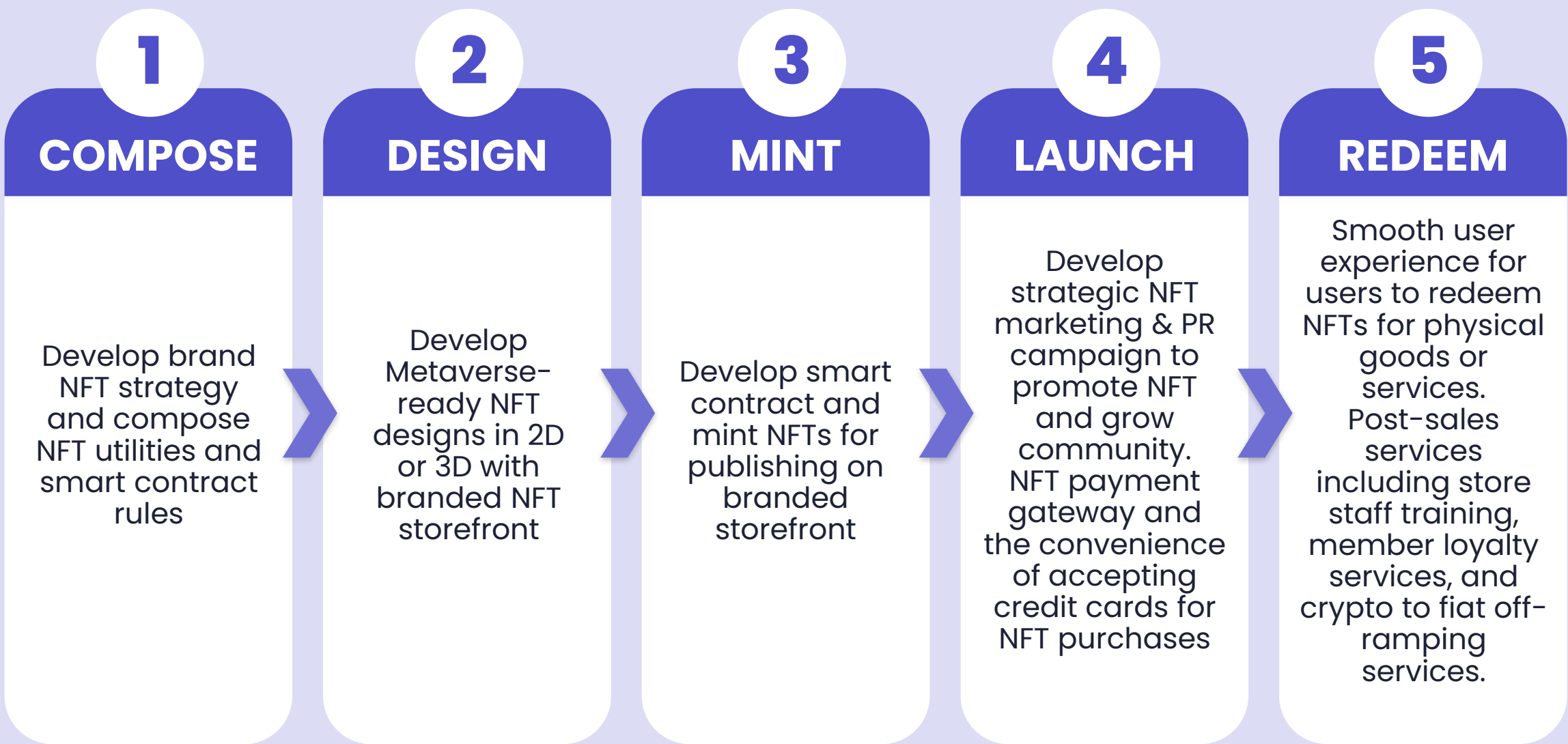


Figure 4: SOLARR’s NFT-as-a-Service

### Digital Asset Payment Solutions

SOLARR’s digital asset payment solutions enable sellers and enterprise customers to receive payments for NFT purchases using major payment methods including Visa, Mastercard, Apple Pay, Google Pay, Wire Transfers, Open Banking, and Automated Clearing House. Sellers get paid with digital stablecoins that are pegged to the US dollar. Settlements are made the next day with automated payout service for sellers.

SOLAR’s payment solutions is available to customers in more than 100 countries globally. Sellers are protected against fraudulent chargebacks with a zero chargeback guarantee.

### Key Features

- 1 Directly purchase NFTs with major payment methods**  
Visa, Mastercard, Apple Pay, Google Pay, Wire Transfers, Open Banking and ACH
- 2 Sellers get paid with digital stablecoins that are pegged to the USD**  
T+1 settlements with automated payouts
- 3 Global support**  
Support customers in 100+ countries
- 4 Zero chargebacks guaranteed**  
Merchant protection against fraudulent chargebacks
- 5 Regulatory Compliance**  
Highest standards of global regulatory compliance and licensing

### 3 SIMPLE STEPS



**Figure 5:** Digital Asset Payment Solutions

# Decentralised Finance (DeFi) Services

## 1 | SOLARR Credit

### Stake-to-Earn

SOLARR Credit offers DeFi services for users to earn passive income through staking SOLARR's native token (SLRR) and NFTs. In return for staking SLRR tokens, users are rewarded with more SLRR tokens at a pre-determined rate. NFT holders can also stake selected NFTs in return for rewards at pre-determined rates.

### NFT-as-Collateral

NFT holders can put up their NFTs as collateral to unlock asset value and without losing asset ownership. Lending terms are pre-determined using a smart contract and once agreed, funds are released to the borrower. Once the loan is paid back in full, the borrower gets to redeem their NFT asset. Should the borrower fail to pay back the loan on time, the lender will then get to keep the NFT asset.

In the first phase of launch, this service will cover decentralised assets (cryptocurrencies and NFTs) as collateral. In future releases, this service will also cover physical goods as collateral under "Physically Redeemable NFTs".

The advantage of this service for asset owners is that it guarantees the right to redeem the collateral under the premise of repaying the principal and interest on time. It offers the asset owner more flexibility when it comes to obtaining liquidity rather than having to sell the asset, and thereby losing asset ownership, in exchange for funds.

## 2 | SOLARR Launchpad

Digital asset project fundraising has evolved over the years from Initial Coin Offering (ICO) which was popular back in 2016-2017 to the more recent Initial Exchange Offering (IEO) or Initial Decentralised Exchange Offering (IDO). With the rise of the NFT industry, comes a new and innovative method for fundraising called Initial-Staking-NFT-Offering (ISNO). ISNO is essentially a method of fundraising by selling limited editions NFTs backed by digital asset project tokens.

SOLARR Launchpad offers ISNO services, opening up a whole new fundraising avenue for projects and creators. These projects and creators can finance their projects by issuing stakable NFTs and engaging the support of communities.

SOLARR believes that ISNO will become a new trend and evolved version of blockchain and digital asset project fundraising, offering more features compared to ICO, IEO, and IDO. With ISNO, it is possible to embed staking reward features into the ISNO NFTs that goes beyond regular project tokens. Other creative benefits and rewards can be built into the ISNO NFT, such as priority access to perks and special giveaways offered by the projects, thereby increasing the user's incentive to hold on to the ISNO NFT.

In addition, issuing projects can sell their ISNO NFTs on SOLARR Square and provide ISNO NFT staking rewards through SOLARR Credit's Staking Platform. ISNO NFT buyers and holders can then trade ISNO NFTs on the secondary market on SOLARR Square as well as enjoy staking rewards on these ISNO NFTs through SOLARR Credit's staking services.

SLRR Token holders who have staked their tokens can gain priority access and participate in upcoming presales of these ISNO with the peace of mind that these projects have been vetted by SOLARR and have passed due diligence.



# Competitive Advantages

To address the current fragmented ecosystem in the NFT industry, SOLARR is building a truly integrated ecosystem for a one-stop, seamless experience for NFT consumers and producers to create, trade, and liquify NFTs all under a convenient and user-friendly platform.

SOLARR’s NFT platform is unique in that it not only comes with DeFi tools and services built-in but is also connected to the metaverse for a truly integrated virtual shopping experience.

A look at the current NFT competitive landscape only reveals the limitations of

services offered by current players in the NFT industry whereas SOLARR delivers a fully-integrated NFT commerce, NFT-Fi, and metaverse virtual economy experience.

As SOLARR grows and evolve, the ecosystem will support multiple blockchains, NFT minting methods, as well as support multiple exchanges. SOLARR also aims to support multiple payment transaction methods to bring more convenience to users. With SOLARR’s own native SLRR token, we aim to encourage decentralised community governance and participation in the SOLARR ecosystem.

	solarr	OpenSea	Rarible	Refinable	SuperRare	LooksRare	ShopX	Frame	Drops	NFTfi	PolkaRare	4K	NFT LaunchPad
COUNTRY	HK	USA	Russia	HK	USA	Unknown	USA	USA	Unknown	South Africa	India	USA	Unknown
Buying & Selling NFTs	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✓
NFT-as-a-Service	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗
Metaverse-as-a-Service	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗
NFT Membership-as-a-Service	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
NFT Payment Gateway	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Crypto-fiat Transaction Capability	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Redeemable NFT	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
NFT/Token Staking	✓	✗	✗	✗	✓	✓	✗	✗	✓	✗	✗	✗	✗
NFT as Collateral	✓	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗
Fundraising Launchpad	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓

Figure 6: SOLARR’s Competitive Advantages

**solarr**

**04**

**SOLARR  
TOKEN**

SLRR Token Utilities and Tokenomics

# SLRR Token Utilities

The SOLARR Token denominated by token symbol SLRR, is an ERC-20 utility token based on the Ethereum blockchain at the time of issuance. SOLARR's token can be used for staking, consumption and it can also be earned through various ways.

## Stake

One of the main utilities of the SLRR token is to serve as a staking requirement for projects looking to launch Initial-Staking-NFT-Offerings (ISNOs). ISNOs are a method for project fundraising by engaging community support through the issuance and sale of stakeable NFTs. Issuers will need to lock a specified amount of SLRR tokens before they can launch an ISNO. The project can unlock the staked tokens after completing the ISNO event.

As a decentralised project, SOLARR will adopt a decentralised community governance approach. SLRR tokens will become the official governance token of the SOLARR ecosystem. SOLARR's ecosystem users are invited to submit and vote on proposals to determine the development and operational direction of the SOLARR ecosystem. A pre-requisite for voting participation is that users need to stake SLRR tokens. SLRR token holders can initiate discussions and proposals in the SOLARR community using governance tools.

## Consume

Another key utility of the SLRR tokens is as a medium of exchange for transaction fees in the SOLARR ecosystem. NFT buyers and sellers can enjoy different levels of transaction fee discounts if they use SLRR to settle transaction fees.

SLRR token holders will also be given priority to exclusive NFT whitelists and drops, to purchase exclusive NFTs on SOLARR Square.

## Earn

SOLARR will also be introducing a rewards program program for users to earn SLRR tokens. SOLARR Tokens (SLRR) will be used to reward participants in the SOLARR ecosystem for minting NFTs and performing transactions, recommending new users and conducting evaluations, and for staking SLRR tokens.

SOLARR's various rewards mechanisms can be divided into floating and fixed SLRR token rewards. NFT minting and transaction rewards are examples of floating token reward while SLRR token NFT staking reward is an example of fixed token reward.

The rewards issued to each participant will be proportional to their participation under a floating reward mechanism. The participation rate of each user will be calculated relative to the participation rate of all users in the entire SOLARR ecosystem. The higher the user's participation rate, the higher the corresponding rewards will be.





**Figure 7:** SOLARR Token Utilities

# Tokenomics

## Token Distribution

The maximum supply of SOLARR tokens (SLRR) to be issued is five billion (5,000,000,000). The majority of distribution will be completed within two to five years after the issuance of SLRR tokens through the token generation event. 183.08 million SLRR tokens (3.67% of total token supply) will be released after the completion of the token generation event. 2.135 billion (42.7% of total token supply) SLRR tokens will be distributed to participants in the SOLARR NFT Ecosystem through the ever-growing network and liquidity mining. The full token distribution is illustrated in the chart below.

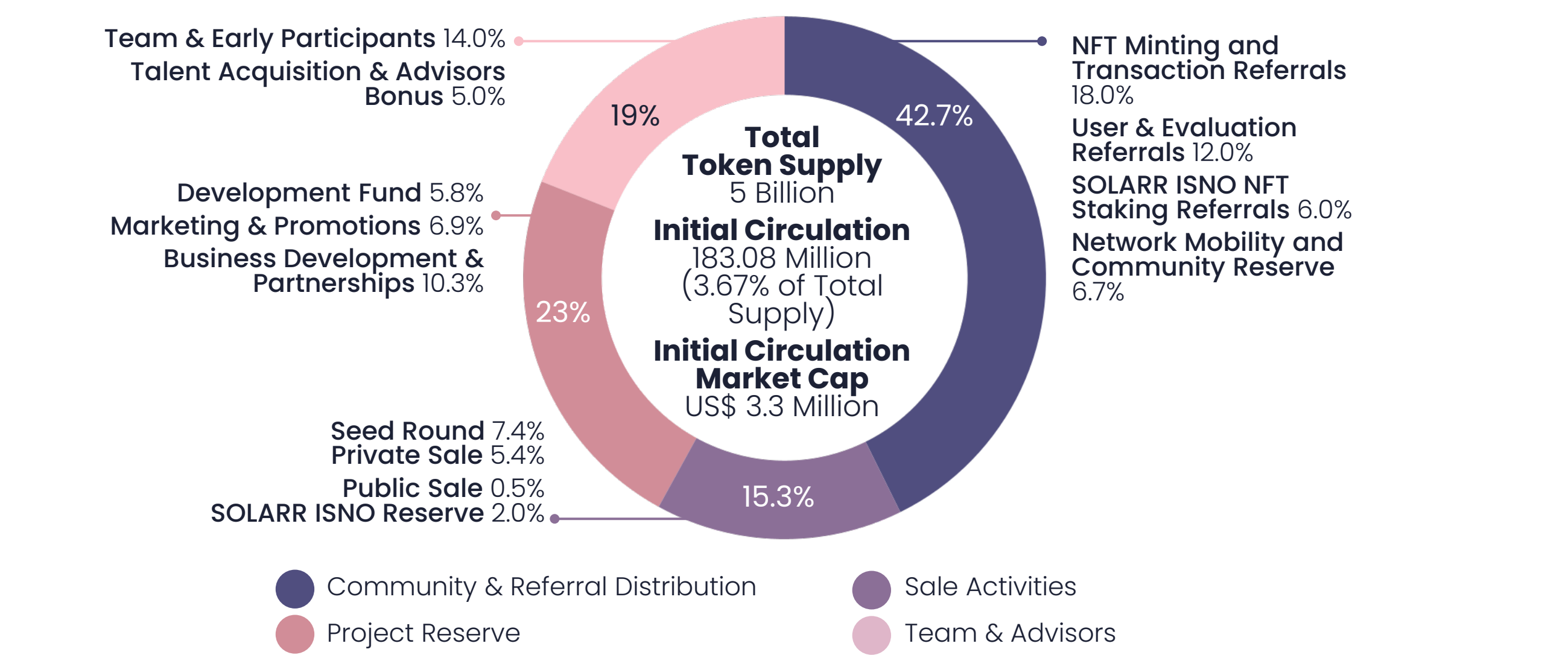


Figure 8: SOLARR Token Distribution Chart

## Token Emission

Based on the vesting period and the incentive models of different stakeholders, the following is a conceptual diagram of the total number of SOLA tokens available in the market each quarter. Majority of the distribution will be completed in two to five years after the issuance of SLRR through the Token Generation Event (TGE).

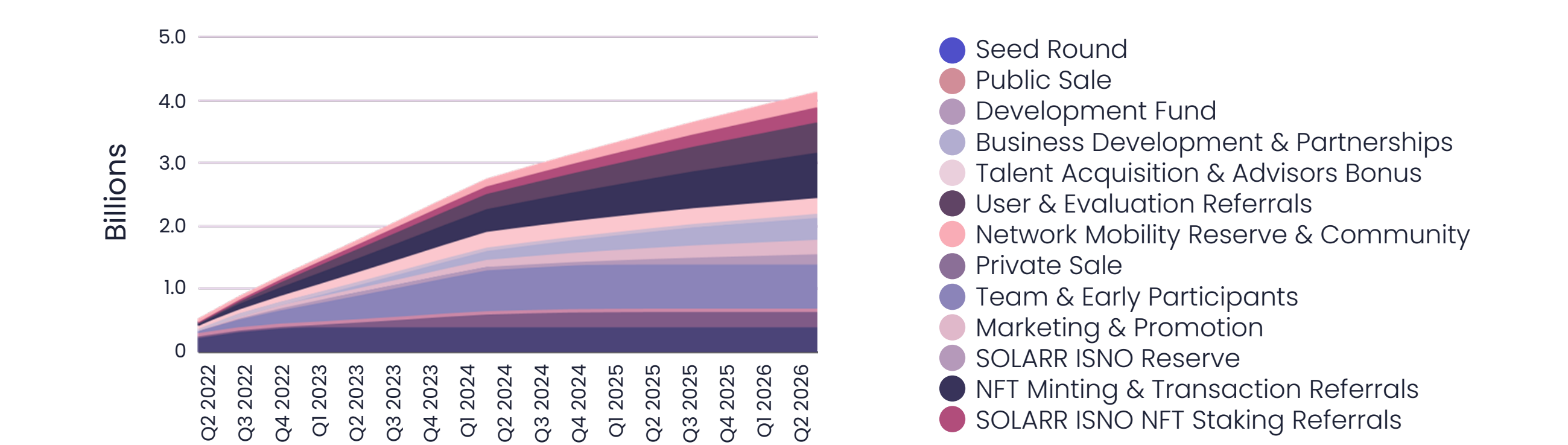
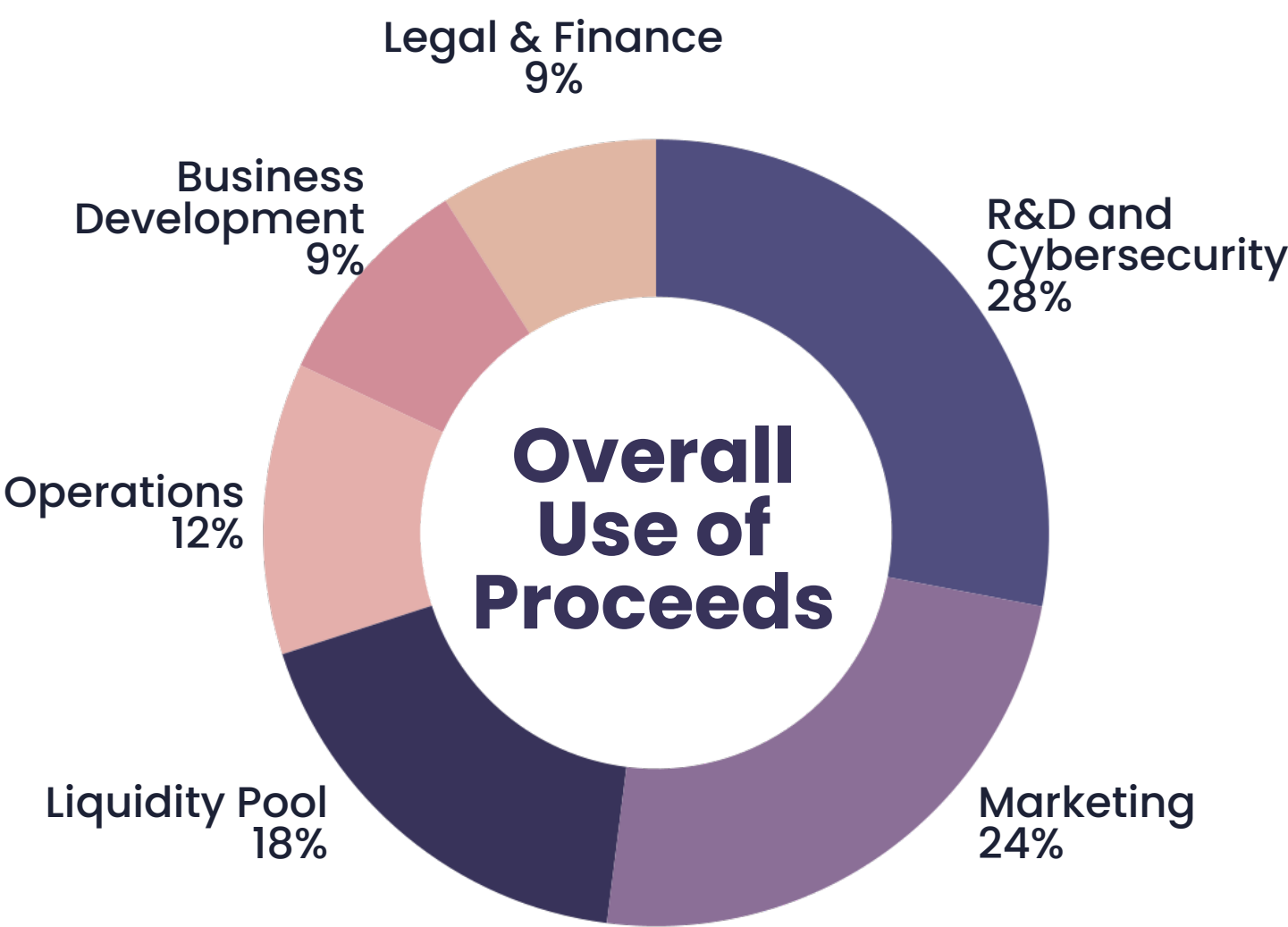


Figure 9: SOLARR Token 3-Year Emission Schedule

## Use of Proceeds

The funds raised from the sale of SOLARR tokens will be used for the operations and development of the SOLARR ecosystem. 28% of funds will be allocated towards research and development and cybersecurity, 24% for marketing, 18% for the liquidity pool, 12% for operations, 9% for business development, and 9% for legal and finance usage. The full allocation of how proceeds will be used is illustrated in the chart below.



**Figure 10:** Overall Use of Proceeds from Token Sale



# Roadmap

	DEVELOPMENT	PRODUCTS & SERVICES	OPERATIONS & FUNDRAISING	
Q1 2022	<ul style="list-style-type: none"><li>•Testnet app ready</li></ul>	<ul style="list-style-type: none"><li>•Product development</li></ul>	<ul style="list-style-type: none"><li>•Core team formation</li><li>•Seed round fundraising</li></ul>	
Q2 2022	<ul style="list-style-type: none"><li>•Solarr Square Beta test</li><li>•Solarr Square official release</li><li>•Solarr Credit POC ready</li><li>•Solarr City concept development &amp; POC</li></ul>	<ul style="list-style-type: none"><li>•Launch Go-To-Market</li><li>•Launch NFT-as-a-Service</li></ul>	<ul style="list-style-type: none"><li>•Private round fundraising</li></ul>	
Q3 2022	<ul style="list-style-type: none"><li>•Multi-chain: Solana Integration</li><li>•Solana Wallet Integration</li><li>•Crypto-fiat on &amp; off-ramping integration</li><li>•Solarr Credit official release (Phase 1) - Digital Asset &amp; NFT Tokens as collateral</li><li>•Solarr City Beta release</li></ul>	<ul style="list-style-type: none"><li>•Launch SLRR Token reward scheme</li><li>•Release Community Governance feature</li><li>•SOLARR's NFT Whitelist launch</li><li>•Release NFT-Based Membership feature</li></ul>	<ul style="list-style-type: none"><li>•Public sale</li><li>•DEX listing</li></ul>	
Q4 2022	<ul style="list-style-type: none"><li>•SOLARR Launchpad Beta release</li><li>•Solarr Credit (Phase 2) - LP Tokens as collateral</li><li>•Multi-chain: Polygon Integration</li><li>•Polygon Wallet Integration</li><li>•Solarr City official release</li></ul>	<ul style="list-style-type: none"><li>•Launch Metaverse-as-a-Service</li><li>•SOLARR's NFT minting &amp; reveal</li></ul>	<ul style="list-style-type: none"><li>•SOLARR ISNO</li><li>•CEX Listing</li></ul>	
Q1-Q2 2023	<ul style="list-style-type: none"><li>•Solarr Credit (Phase 3) - Physical Goods as collateral</li><li>•Solarr Launchpad official release</li><li>•Multi-chain: 4th blockchain integration</li></ul>	<ul style="list-style-type: none"><li>•Expand Creators, SMBs, and Enterprise customer base to APAC countries</li><li>•Solarr City tenant growth (luxury brands)</li></ul>		
Q3-Q4 2023	<ul style="list-style-type: none"><li>•Multi-chain: 5th blockchain integration</li></ul>	<ul style="list-style-type: none"><li>•Expand Creators, SMBs, and Enterprise customer base to international markets</li><li>•Grow Solarr Launchpad customer base</li><li>•Solarr City tenant verticals expansion</li></ul>		



# 05

## THE TEAM

Team, Advisors, Strategic Partners

# Team



**Alex Lee**  
**Founder & CEO**

With over a decade of experience in investment banking and financial services coupled with his early involvement in the digital asset field, Alex is experienced in digital assets across exchange, brokerage, tokenization, ecosystem partnerships, and crypto-fiat gateway.

Alex was most recently Head of Institutional Coverage & Strategic Initiatives at HashKey Group where he helped build a crypto-fiat gateway, participated in the platform's licensing strategy, and in the listing of the first-ever U.S. SEC-approved token offering in 2019. Previously, he was Deputy Chief of Staff to the CEO at BC Group (SEHK:863), whose subsidiary OSL is Hong Kong's first SFC-licensed virtual asset trading platform.

Prior to his career in blockchain and digital assets, Alex held leadership roles in venture investing, investment and private banking at Credit Suisse, J.P. Morgan, Morgan Stanley, and served as Independent Non-Executive Director and Executive Director of Hong Kong Main Board & GEM-listed companies.

Alex is also an Advisor to digiXnode, an exclusive licensed operator in Hong Kong and Macau for Blockchain-based Service Network ("BSN"), offering Blockchain Infrastructure as a Service ("BlaaS") access to all BSN nodes and resources hosted in mainland China and across the globe. Alex obtained his Bachelor's degree from Emory University, USA.

CREDIT SUISSE  
Morgan Stanley  
J.P.Morgan

BC GROUP 中銀國際 BOCI  
**HASHKEY**  
**digiXnode**



**Sumsun He**  
**CTO**

With over 20 years of technology and management experience, Sumsun possess a strong track record of helping enterprises and start-ups realise their innovation ambitions and business goals. During his technology career, he has led technology functions across the online gaming, investment banking, and fintech industries to build cutting edge products, scale teams for growth, and to continue to innovate and transform their businesses digitally.

Prior to SOLARR, Sumsun headed the engineering department at Rank Interactive, a leading international digital gaming company, where he built the end-to-end proprietary gaming platform in-house and successfully migrated Mecca Bingo, a household UK brand, from the third party platform.

Sumsun also previously spent more than 10 years in tier-one investment banks, building cutting-edge trading and back-office platforms for RBS, Morgan Stanley, and UBS. His foray into blockchain began in 2017 when he was the CTO of Coinfloor, the largest digital asset exchange at the time.

UBS  
Morgan Stanley  
**RBS**  
**RANK**  
**Interactive**





## Alan Leung

### COO

Alan is an operations and product leader experienced in digital asset tokenisation and fundraising, blockchain technology integration, blockchain business and product management, stablecoin design, digital asset wallet and enterprise-grade systems integration, as well as DeFi protocols and infrastructure.

OpenSwap

ANX  
INTERNATIONAL

HashNut IJS  
TECHNOLOGIES

UNIVERSITY  
OF LONDON

Prior to SOLARR, Alan was the Chief Product Officer at HashNut, a one-stop digital asset payment ecosystem, where he was responsible for providing advisory services for digital asset product development and tokenisation advisory services for projects undergoing Initial Decentralised Exchange Offering (IDO) and Initial Exchange Offering (IEO).

Alan also previously worked in the Digital Asset Advisory team at ANX International, now BC Group (Stock Code: HK863), which is Hong Kong's first regulated virtual asset trading platform. He was responsible for providing tokenisation advisory services for corporate clients and digital asset projects. Alan graduated with a Bachelor of Science in Business and Management from University of London, United Kingdom.



## Vincent Chan

### Head of Services

Vincent is technology and systems development professional with over 8 years of experience managing and developing web systems and mobile applications for blockchain, gaming, and listed companies.

Prior to SOLARR, Vincent was a developer at a software development firm where he was responsible for front end development and project management. Vincent graduated with a Bachelors degree in Information Technology from Staffordshire University, United Kingdom.

IJS  
TECHNOLOGIES

STAFFORDSHIRE  
UNIVERSITY



## Michael Kuang

### Ecosystem Analyst

Michael is an experience equity and digital asset market analyst with over 8 years of experience as an equity trader and individual investor in several private equity projects.

He is a specialist in intensive overnight trading in the T+1 Chinese A-Shares market and is an early investor in the innovative NFT space, being an active digital asset and NFT trader and collector. Michael is also experienced in technical & fundamental analysis, mid-to-long-term sector selection strategy for US and HK markets. Michael graduated with a Bachelor of Arts in Economics from Stony Brook University, USA.

Stony Brook  
University

# Advisors



## Yvette Yung

**Lifestyle, Entertainment & Art Advisor to SOLARR**

**Hong Kong Socialite and Non-Executive Director of APAX Group**

Ms. Yvette Yung is a prominent Hong Kong socialite and luxury and fashion entrepreneur. As the Non-Executive Director of APAX Group, a leading experiential marketing group in Asia, and Founder of PLS Consultancy, a luxury and lifestyle consultancy, Ms. Yung is famed for devising exclusive services and accessing the most sought-after events for the ultra-rich. She is also a distinguished philanthropist renowned for her work with non-profit organizations amfAR Hong Kong, Teach for China, Lumieres Hong Kong, Louvre Museum Gala Macau, Society of Academy for Performing Arts, and First Initiative Foundation.

Ms. Yung comes from an impeccable family lineage steeped in a long tradition of philanthropy and is descended from one of China's wealthiest families. She is the third generation of the acclaimed Yung family, billed as the first "Red Capitalist" by the leadership in Beijing in the 1950s in recognition of the family's commercial empire clout and patriotism.

Recently, Ms. Yung also served as the arts and culture advisor to the ImpactNFT Alliance Advisory Council where she advocates for quality education, igniting impact creation to fight climate change, and promoting peaceful and inclusive societies for sustainable development among The United Nations' Sustainable Development Goals.



## Rowena Wan

**Philanthropic Advisor to SOLARR**

**Founder and Chairlady of Parkville Charity Fund Limited Vice-Chairlady of Lok Sin Tong Benevolent Society Kowloon.**

Ms. Rowena Wan is the Founder and Chairlady of Parkville Charity Fund Limited, a charitable organisation with United Nations Sustainable Development Goals (SDGs) achievement status, championing environmental protection, youth education, and care for the underprivileged in society. She is most noted for her philanthropic efforts and active involvement in solving social and welfare issues, and promoting Environmental, Social, and Governance (ESG) standards. Professionally, she is a seasoned executive with over 25 years of experience in banking and finance.

Ms. Wan is also the Vice-Chairlady of Lok Sin Tong Benevolent Society Kowloon, where she helps facilitate the development of medical and health, elderly care, education, and social welfare services of the charity. She is also a School Supervisor and director of a number of primary and secondary schools in Hong Kong.

Recently, Ms. Wan sponsored middle school students on various environmental protection programmes, including expeditions to the North and South Poles, the Borneo Tropical Rainforest Resort, and the desert in Xinjiang, with the aim of equipping these youths with life-saving and collaboration skills, greater understanding of the natural environment, and increased awareness of natural resource preservation. The expeditions have encouraged and empowered these youths to promote environmentally responsible attitudes among the young generation.



## Sherman Yan

### Regulatory & Compliance Advisor to SOLARR

### Managing Partner and Head of Litigation and Dispute Resolution of ONC Lawyers

Mr. Sherman Yan is the Managing Partner and Head of Litigation and Dispute Resolution of ONC Lawyers. He has extensive experience in handling complex commercial disputes, especially shareholders' disputes in listed companies including proxy fights, and regulatory issues under the Securities and Futures Ordinance. More recently, he has contributed to the academic work "Securities and Futures Ordinance (Cap 571): Commentary & Annotations" by Sweet & Maxwell.

Mr. Yan has frequently acted for listed companies, their shareholders or directors, and securities investors in dealing with inquiries and investigations by regulatory bodies such as the Hong Kong Monetary Authority, the Hong Kong Exchanges and Clearing Limited, and the Securities and Futures Commission of Hong Kong. He is a member of the Civil Litigation Committee of the Law Society of Hong Kong with extensive experience in handling and reviewing new laws and regulations relating to litigation. He also speaks regularly on regulatory and compliance matters for professional bodies.

With the advent of NFTs and the rise of Web 3, Mr. Yan has been actively engaged at the forefront of these nascent technologies from the compliance perspective. He advises on a range of legal issues relating to securitization, compliance, intellectual property, licensing, and other related matters.

Given Mr. Yan's comprehensive experience in regulatory compliance and his active and pioneering involvement in NFTs and digital assets, he is well-positioned to guide SOLARR to higher legal compliance grounds and ensure the integrity of the project.



# Ecosystem Partners

Digital Content Marketing



Payment Gateway



Blockchain Infrastructure



Metaverse



# solarr



[solarr.xyz](https://solarr.xyz)



[contact@solarr.xyz](mailto:contact@solarr.xyz)



[twitter.com/solarrxyz](https://twitter.com/solarrxyz)



[instagram.com/solarrxyz](https://www.instagram.com/solarrxyz)



[fb.me/solarrxyz](https://fb.me/solarrxyz)



[discord.gg/bx29yxDggd](https://discord.gg/bx29yxDggd)



[t.me/solarrxyz](https://t.me/solarrxyz)