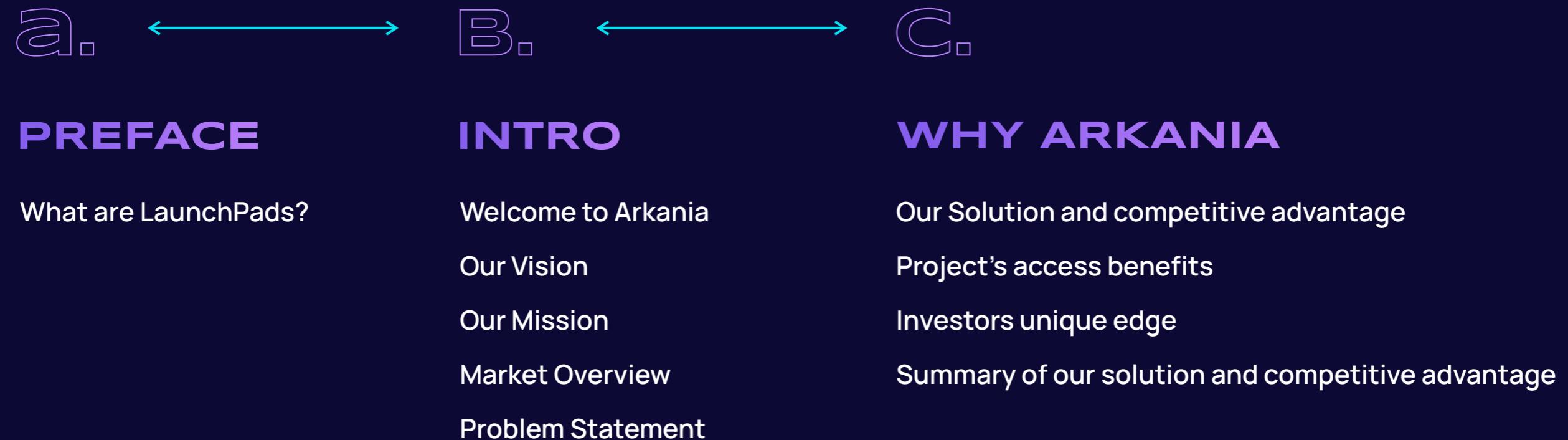




ARKANIA  
PROTOCOL

# OUTLINE



# OUTLINE

F. 

## FOR INVESTORS

- Simple UI and UX
- Designed with non-technical users in mind
- Educational content
- Beefy staking rewards
- Low Barrier of Entry
- One-time KYC only
- Well sourced and viable projects
- Fair distribution policy

G. 

## FOR PROJECTS

- A simplified and user-friendly platform
- Free + paid marketing packages
- Anti-whale mechanism
- Multi-Network Blockchain Interoperability
- Highest possible level of security

H. 

## HOW IT WORKS

- For the project
- Tiers
- To participate in IDOs.
- Revenue Model



# OUTLINE



01.

## PREFACE



What are LaunchPads?

# PREFACE

With the introduction of Bitcoin in 2009, the whole world became fascinated by the decentralized ecosystem. Soon enough, cryptocurrencies began to gain popularity and evolved to become a means of transacting on decentralized platforms and solving major problems.

By late 2017, the total market cap of cryptocurrencies had reached \$850 billion dollars. At this point, It was quite clear that cryptocurrencies were here to stay, and the growth of the ecosystem didn't stop there.

In that same year, the Initial Coin Offering or ICO, an interesting method of fundraising for projects, took the crypto-world by storm. Since its introduction to the blockchain ecosystem, and majorly between 2017 and 2018, ICOs have raised billions of dollars for various projects.

## But wait, where did this idea come from, and why was it necessary?

Contrary to popular belief, the first ICO was on the Bitcoin network. This fundraiser was conducted by the Mastercoin project in 2013, and at the end of the month-long sale, they had raised over 5120 bitcoins, i.e., \$500,000 at the time.

However, the project that really exploded the potential of ICOs was Ethereum. In 2014, buyers received ether in exchange for bitcoin, and over \$2.2 million was raised in the first 12 hours. At the end of the sale, more than 50 million ether was sold, amounting to about \$17.3 million.



After the massive success experienced by Ethereum, other projects began to adopt ICOs for capital and fund development.

Unfortunately, the ICO boom came with its own problems. Many projects that conducted token sales did not satisfy security registration terms, had flimsy business plans, or were outright scams.

In fact, research conducted on ICOs in 2017 showed that around 80% were scams, and over \$687 million had been lost to these fake projects.

It was clear that a change was needed and that change came in the form of launchpads.

### What are Launchpads?

Launchpads are decentralized platforms that connect budding projects and possible investors. Also, they serve as an automation tool for new crypto projects to gain the necessary funding to develop their projects successfully.

What's more, these platforms increase security on the blockchain by thoroughly vetting all projects before promoting them. This cuts down on the risk of scams and losses.

How amazing!



Now that one problem had been conquered, it was time to tackle another one.

**Now, the question is, is it possible to create a platform that not only offers the highest level of security but also supports the innovative projects on the blockchain?**

**Is it possible to have an all-encompassing platform where projects could count on marketing and support while investors could expect impressive staking rewards and viable projects?**

If your answer is a no? Well, we are happy to prove you wrong.

Here at Arkania, we are quite sure that we have created the launchpad of dreams.

If you are curious, keep reading.

Welcome to the planet of precious gems!



02.

## INTRO



- Welcome to Arkania
- Our Vision
- Our Mission
- Market Overview
- Problem Statement

# WELCOME TO ARKANIA

**" A PLANET FULL OF PRECIOUS GEMS"**

**" A PLATFORM DESIGNED FOR HIGH-QUALITY  
PROJECTS AND INVESTORS AT EVERY LEVEL"**

The two sentences in the quote perfectly depict what Arkania is. But before moving to explain what the Arkania protocol is and the impact we are here to make, we would love to first explain where the word 'Arkania' itself is gotten from.

The Word 'Arkania' comes from an old Star Wars comic story, where the planet Arkania exists, full of diamonds. The Arkanians (the citizens of the kingdom) mine these diamonds in order to strengthen their ties to other worlds and to perfect their technology.



Similar to the story from the comic book, Arkania Protocol is a complete world where our users (citizens) can find the most promising and highly vetted blockchain projects (gems) with solid fundamentals and long-term use cases. Also, these highly vetted projects enjoy access to a solid pool of platform users and investors.

Simply put, the Arkania Protocol serves as a link between the two parties involved: the projects and the users. Our platform protects and secures retail investors by assessing and validating initiatives with the potential to succeed. On the other hand, projects benefit from an ever-ready Arkania community of investors, resulting in a win-win situation for everyone.

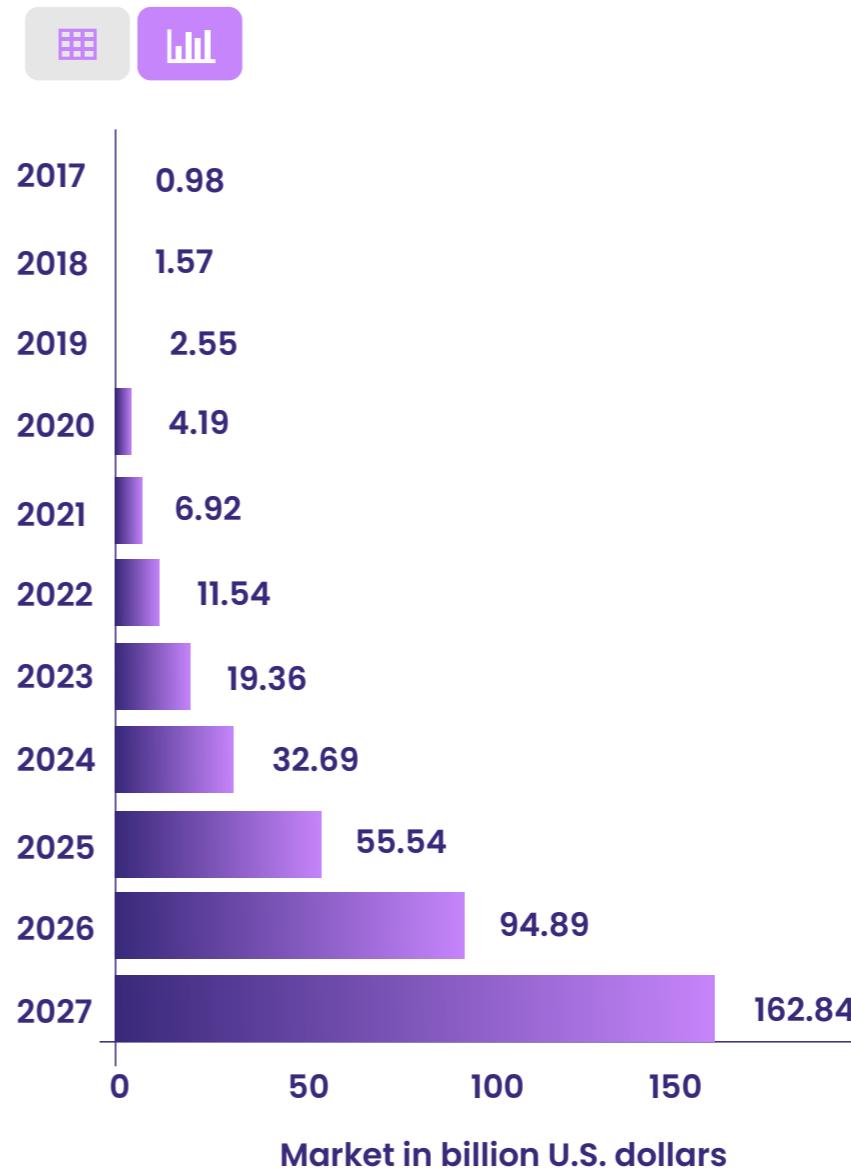
The Arkania Protocol creates a leveled playing ground for all investors and founders globally. Also, we serve as a go-to for highly educational crypto content for both crypto veterans and newbies.



# MARKET OVERVIEW

**BLOCKCHAIN TECHNOLOGY market size  
worldwide from 2017 to 2027**

(IN BILLION US. DOLLARS)



Ever since the introduction of Bitcoin, blockchain projects have risen exponentially. In fact, the blockchain market valuation went from \$1.59 billion to \$11.5 billion in just 4 years. And the growth hasn't stopped.

One of the contributors to the rising market value of the blockchain is ICOs. In just 2018, ICOs raised over \$14 billion dollars. This statistic indicated the interest of a large number of investors in blockchain projects. Sadly, only 8% of these projects traded at a profit for the investors. However, with the introduction of ICO launchpads, the value soon began improving.

Following that, IDOs and IDO launchpads have garnered attention. Due to their ease and affordability, these launchpads soon became a standard fundraising model for many new projects in the cryptocurrency market space.

Although it is difficult to ascertain how many users there are on the blockchain, the number of transactions occurring gives us a clue.

At the last check, over 1.02 million transactions occur daily on just the Ethereum Blockchain. When this value is combined with over 12,000 existing blockchains, it becomes safe to say approximately 100 million users are



already on the Blockchain. In addition, over 68.4 million blockchain wallets are in use worldwide.

In a survey conducted by Deloitte blockchain, it was revealed that 24% of companies invested between \$5 million and \$10 million in blockchain projects in 2021. Furthermore, 74% of tech-savvy executive teams say they believe there's a huge business potential in blockchain technology.

This means that more than ever, there is a need for launchpads that can connect both investors and innovative blockchain projects together to generate profit.



# PROBLEM STATEMENT

The cryptocurrency ecosystem is a new and emerging market and as such is prone to a number of challenges. Some of these challenges are rug pulls, funding, liquidity, and access to information for low-end investors, just to mention a few.

Although these are general problems associated with the ecosystem, each blockchain innovation sector has its own primary challenges. In the case of launchpads, there are more specialized problems that Arkania is solving.

These challenges include but are not limited to the following:

## Prevalence of Rug Pulls and Scam Project:

The word “DYOR,” which means do your own research, is one of the most common acronyms in the blockchain ecosystem and it is due to the rate of scam projects frequently launched, and rug pulls happening. Currently, there are over 10,000 cryptocurrency coins, with a handful being highly lucrative and promising projects. This has made a



lot of investors wary about where to invest and also made it very difficult for good projects to reach the right audience despite good marketing.

Typically, launchpads are meant to serve as a platform for assurance and guarantee, being that all listed projects are expected to be thoroughly vetted and properly examined before listing. However, contrary to this, some launchpads do not verify projects prior to IDO. Generally, finding the right launchpad for both investors and projects is sometimes also a major challenge.

#### **Complex design and difficult user experience:**

It's common knowledge that navigating the crypto space is challenging due to the user interface complexity. As a result, before even learning to utilize the platforms adequately, a lot of investors and potential investors are faced with the challenge of effectively navigating the platform, which mostly turns them away. The complexity of the user interfaces and the lack of consideration for the user experience is a major barrier to scaling a blockchain project.

#### **High Tier entry barrier:**

The Launchpads are meant to bridge a gap between projects and investors while creating a minimum level of entry that accommodates all classes of investors. Well, this is far from being the case. Instead, most launchpads have



made the cost for launching an IDO on their platforms too high and the cost for participation very unaffordable. In addition to this, launchpads do not prioritize the retail investor in IDO projects. Oftentimes, retail investors receive only a few gains from a project due to the tokens being unfairly split and allocated. Also, due to the presence of large whale wallets, retail investors in IDO ventures are reduced to joyriders despite their active involvement in the project's success and longevity.

### **Poor marketing strategy:**

Launchpads, like every successful project, require a substantial marketing plan to effectively reach the right audience. Unfortunately, a lot of projects do not have solid strategies with the potential to bring in high-quality projects or grow a community of active investors. As such, in the long run, these projects fail or lower the entry barrier, thereby entertaining fraudulent projects and activities.

### **Single-chain dependency:**

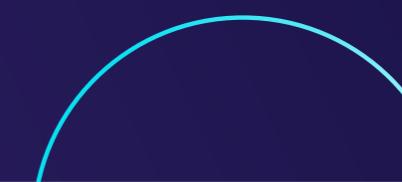
The majority of launchpads' support for a single blockchain network has been a significant impediment to the ecosystem's growth and development. It has made collaboration, data exchange, and information sharing between crypto projects launched on different blockchain networks extremely difficult, if not impossible because projects require that anyone interested in participating in or being associated with them be on the same blockchain network. This has resulted in a massive constraint on collaboration within the blockchain ecosystem.



03.

## WHY ARKANIA



- 
- 
- Our Solution and competitive advantage
  - Project's access benefits
  - Investors unique edge
  - Summary of our solution and competitive advantage

## SUMMARY OF OUR SOLUTION AND COMPETITIVE ADVANTAGE

Here at Arkania, the heart of our community is located using two coordinates, namely: the investors and projects. By placing the investors and projects at our core, the entire launchpad revolves around achieving profit for both parties.

At Arkania, we believe in community and are eager to serve all users of our platform. We are determined to attract the best blockchain companies and link them with sincere and committed investors. To do this, we have designed our launchpad to be unique and easy to use.

Furthermore, we have specific features directed towards investors and projects. Let us discuss them.



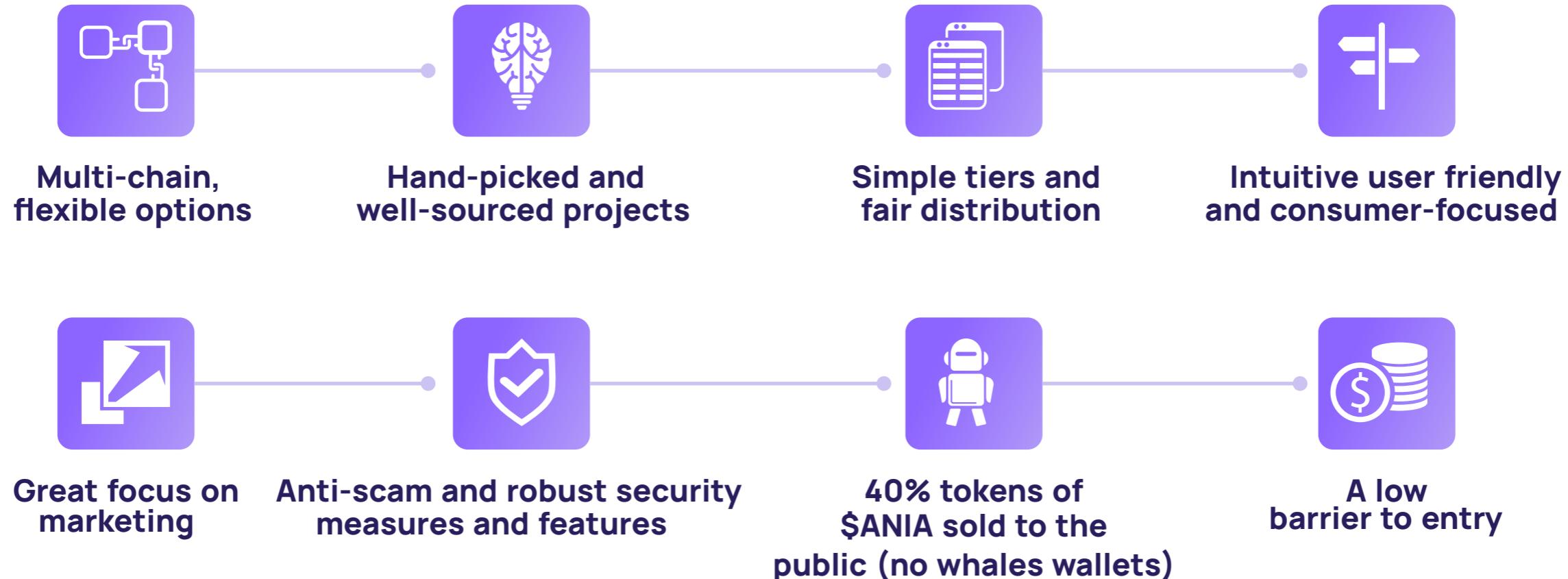
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④.

## FOR INVESTORS



- 
- Simple UI and UX
  - Designed with non-technical users in mind
  - Educational content
  - Beefy staking rewards
  - Low Barrier of Entry
  - One-time KYC only
  - Well sourced and viable projects
  - Fair distribution policy

## FOR INVESTORS:

It is common knowledge that there can be no successful launch without investors. We agree on this and then take it a step further. We believe that if the investors do not make amazing returns on their investment, the launch should not be considered successful.

By keeping our objective of profit generation for investors in mind, we have designed the ideal launchpad.

**Let us explore our features:**

### Simple UI and UX:

At Arkania, we believe in providing ease, and it shows in our user interface. We have designed our launchpad to allow a blissful and engaging experience for you, the investor. To participate in an IDO, all you have to do is click a few buttons.



**Designed with non-technical users in mind:**

We understand that there are many new investors in the blockchain ecosystem. As such, we do not bore or confuse you with complex details. Instead, Arkania was designed for the new investor with little-to-no prior knowledge of the blockchain space.

**Educational content:**

Arkania is for every level of user and just for crypto-gurus.

On our IDO launchpad, we have prepared an expanding archive of general crypto knowledge and guides for beginner and advanced investors. We aim to be a one-stop shop for adequate crypto knowledge which translates to making better investment decisions.

**Beefy staking rewards:**

All investors on our platforms have many avenues for profit generation. But beyond investing in vetted projects, you can also earn by staking our native token, ANIA. At Arkania, we provide juicer staking rewards compared to the average APY offered.

**Low Barrier of Entry:**

A very high minimum entry amount often lowers participation in IDO projects. We are very well aware of this known fact; therefore, our launchpad is very cost-friendly and open to all levels of investors. With as little as \$250 BUSD, investors can participate in an IDO. In addition, we do not have any hidden fees or charges.



**One-time KYC only:**

There is nothing more frustrating than multiple KYC checks for each investment. So, Arkania decided on a different approach. By registering with our KYC partner Fractal ID, you only need to pass checks once. After that, you simply use your login ID and breeze through.

**Well sourced and viable projects:**

At Arkania, we are committed to securing your profit. Following this, we have a strict policy on ensuring only valid and legitimate projects can be listed on our platform. In addition, these projects must have high security, financial soundness, and the potential to revolutionize the blockchain industry.

**Fair distribution policy:**

This is also referred to as the anti-whale mechanism. It means that everyone gets a fair chance, and no large token buying is allowed. This is because whale wallets are the leading cause of price dumping during IDOs. By preventing whale wallets, we maximize the profit of all Arkanians rather than a few.

Now that we have explored our unique offerings to investors, let us move to the projects.

**What do we offer blockchain projects that launch on Arkania?**

Keep reading to find out.



# ⑤. **FOR PROJECTS**



- 
- A simplified and user-friendly platform
  - Free + paid marketing packages
  - Anti-whale mechanism
  - Multi-Network Blockchain Interoperability
  - Highest possible level of security

## FOR PROJECTS:

Daily, innovative ideas are lost in the noise and the hype, but neither does sway Arkania. Every project on our platform has been vetted and trusted, and because we believe in you, we do the very best for you.

**Below are some of the features made exclusively for every project on our launchpad:**

### **A simplified and user-friendly platform:**

Arkania makes it easy for all listed crypto projects. Unlike other platforms with complex processes and technical words, the Arkania design exudes simplicity and practicality. Our platform is fast and easy to navigate and understand.

### **Free + paid marketing packages:**

We believe that the success of any blockchain depends on its marketing. Following that, we have measures in place to enable the growth and expansion of all projects on our platform. We achieve this expansion through token sales and promotional strategies like public engagement, guerilla marketing activities, and strong brand building.



Here in Arkania, we offer your project a chance to connect with the most known names in the crypto space—**influencers, news, and blogs.**

Projects can benefit from our free marketing and our large community. In addition, we have a paid exclusive package for projects interested in the highest level of marketing.

**Anti-whale mechanism:**

Our launchpad is determined to ensure the long-term success of every project we handle. Therefore, we have features in place to prevent problems like pump-and-dump schemes. They include: limiting the amount of investment, cool-down phases, and lock-in periods. These features ensure that only those that believe in the project and are sincere investors can take part in the IDOs.

**Multi-Network Blockchain Interoperability :**

Arkania is a cross-chain, interoperable platform that can find and launch projects from any part of the crypto-sphere. By launching an IDO on our platform, a project is guaranteed to enjoy partnerships and cooperation as well as massive reach.

When we market your project, we give you a shot at publicity and the acquiring of a large community on all the major chains or networks.



### Highest possible level of security:

Security is arguably the most important part of any project on the blockchain. We kept this in mind while designing our platform. In fact, our team of developers took security as the primary consideration. So, our systems are well secured and protected against malicious users and fraudsters.

Arkania ensures security by leveraging constant Hacken smart contract audits and Denevy penetration test services. In addition, we actively monitor our systems in real-time to prevent any instances of fraud and breaches of security.



06.

## HOW IT WORKS



- For the project
- Tiers
- To participate in IDOs.
- Revenue Model

# HOW ARKANIA WORKS

The Arkania platform works in two ways since we have two categories of users. For the projects, the system followed differs from that of the investor.

**For the project: To carry out IDO on Arkania involves a series of steps discussed below:**



## Fill out the interest form.

Here, you can apply for your project's IDO.



## Initial Meeting

You will be contacted by one of our team of highly experienced managers for an initial meeting to have a basic understanding of your project.



## Detailed Meeting with the Arkania executive team

Once the project has been cleared at the initial assessment level, the Arkania team will get in touch for a detailed meeting.



## Agreement Signing

With all the clauses discussed, the project team will sign an agreement. So we can officially welcome you into our Arkania world.





## AMA

We immediately begin to create hype around the project. This is followed by a free AMA session in the Arkanian community to get them up to speed on what the project is about and what it brings to the table.



## Marketing activities

This covers a broad marketing plan, both online and with the goal of attracting more investors.



## The IDO

The IDO will be planned, scheduled, and launched on Arkania within the agreed timeline. To carry out a successful IDO on Arkania, projects follow the following process:



Deposit project tokens - Prior to the start of the IDO, the project deposits tokens in a secure escrow account.



IDO - When the IDO starts, whitelisted users will be able to purchase tokens with their tickets and stable coins.



Following the IDO, the project team will receive the stable coins invested.



Arkania's Cut - After launch, we will receive **5%** of all IDO sales for our services.



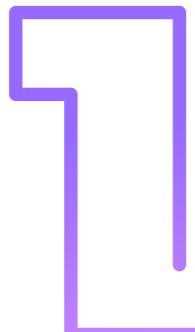
## TIERS

Contrary to other launchpads models where the amount of token an investor is holding determines the number of tickets, Arkania issues only one ticket to each investor. That is, we only allocate one ticket regardless of token staked, as it is in line with our anti-whale mechanism to ensure fair token distribution.

This means in the Arkania world, one investor can only own one ticket, but the differentiating factor is in how much an investor plans to invest. To create a fair structure, we use a tier system to reward investors for staking a higher amount of our native token.



The worth of a ticket is based on three tiers, namely:



Atmosphere: **Stake 10,000 ANIA** for an allocation ticket worth **250 BUSD** of investment.



Stratosphere: **Stake 20,000 ANIA** and get a ticket allocation of **500 BUSD** of investment.

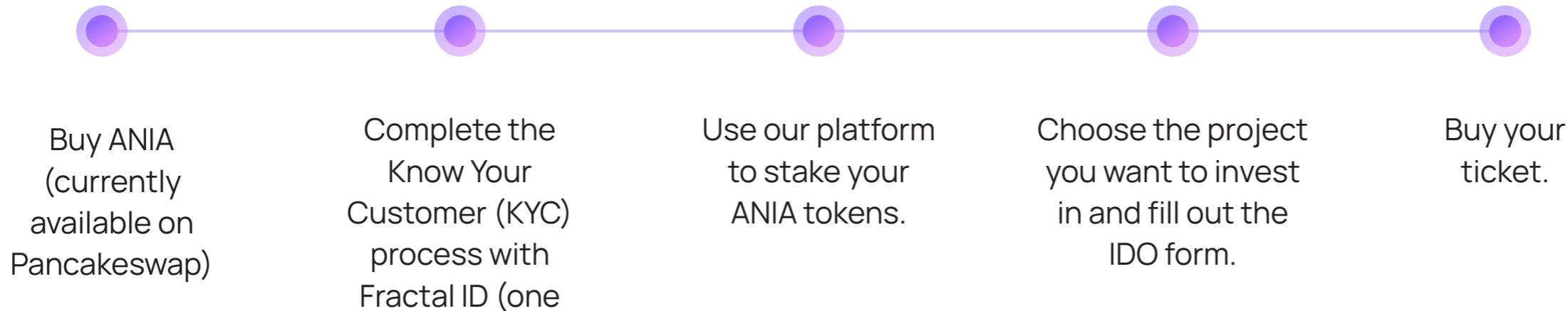


Arkanosphere: **Stake 50,000 ANIA** and get a ticket for **1,000 BUSD** of investment.



# TO PARTICIPATE IN IDOS.

The process for participating in IDOs on the Arkania platform involves a few easy-to-follow steps for all investors. These includes:



The steps are designed to be very easy, even for a complete novice in the crypto ecosystem. With Arkania, investing at the IDO level just got easy and better.



# REVENUE MODEL

The Arkania protocol generates revenue through a **5% charge fee** of the overall IDO sales after launch. Simply put, from every project successfully launched on the Arkania Launchpad, we receive **5%** of the total raised funds.



07.

## TOKEN UTILITY AND TOKENOMICS



# TOKEN UTILITY AND TOKENOMICS

The \$ANIA token is the native token of Arkania and is responsible for powering the ecosystem. \$ANIA provides access to all activities and features on our platform, including staking, and participation in IDOs.

It is a BEP-20 token, i.e., its infrastructure is built on the Binance Smartchain. Therefore, all users of our platform can unlock unique benefits by holding the native token.

**Max Supply : 100, 000, 000**

**Token Symbol : \$ANIA**

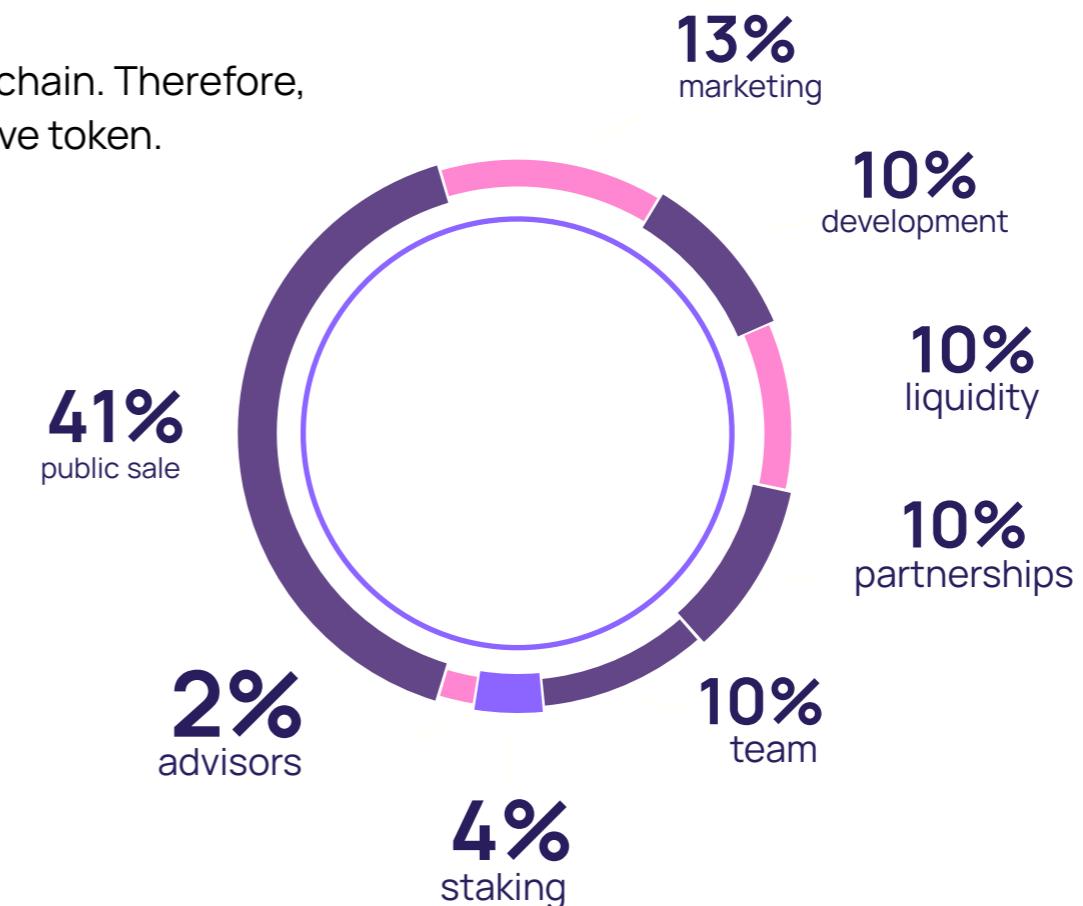
**Public Sale tokens: 41,000,000**

**Public Sale Prices. : \$0.04**

**Dex Prices: \$0.045**

**Initial market cap : 4,000,000**

**Initial calculating Supply: 41,000,000**



08.

## STRATEGIC PARTNERSHIP



# STRATEGIC PARTNERSHIP

Arkania is very deliberate about strategic and highly impactful partnerships. This is evident in our network of partners.

## PARTNERS & MEDIA



CoinGecko



CoinMarketCap



09.

## ROADMAP



# ROADMAP

We are driven by a vision and goals to expand our project as much as possible in line with market demands, leveraging the best of technologies.

## Q1 2022

### Arkania Token Generation Event

- ANIA Raise + Distribution
- DEX listing
- Marketing phase 1
- First partnership revealed
- Smart Contract Audit

## Q3 2022

- Multiple IDOs launched
- Multiple stable coins integration
- Marketing phase 2

## Q2 2022

- First IDOs
- Rebranding
- Polygon integration
- Staking feature
- Bug bounty
- Community growth & engagement
- CEX listing

## Q4 2022

- NFT guaranteed tier
- Buy ANIA with a credit card
- DeFi ecosystem development

## Q5 2023

- Arkania 2.0
- Guerrilla marketing activities
- Automated project launching solution



## CLOSING THOUGHTS

While Arkania promises investors safe projects, it offers advanced tools and promotions for project owners. Also, if you are an entrepreneur/innovator looking to raise funds for your blockchain project, Arkania is the right destination for you.

We offer project owners the opportunity to use our launchpad to host their IDO utilizing an already developed and audited smart contract and reach an already available community looking to fund new projects. This way, we provide them extra marketing benefits on top of their marketing efforts.

Furthermore, we provide free advisory before, during, and after the IDO. The more successful a project becomes, that is a win for our community and us too. For each IDO, we ensure PR advertorials so that the IDO can be picked from many websites in the crypto sphere. Alongside unique content delivery published on our blog and social channels, that way, each project's offerings, and brand can reach more people.

Also, on the aspect of the launchpad smart contract, we have a fully secure smart contract to host projects, with robust features, audited by Hacken, one of the top security audit firms in the world. Our goal is to help quality projects actualize their vision and positively impact blockchain innovation while offering financial benefits to token holders and building a solid base community for the projects we help launch.



# DISCLAIMER

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Investors should conduct independent due diligence, with assistance from professional financial, legal, and tax experts, on topics



discussed in this document and develop a stand-alone judgment of the relevant markets prior to making any investment decision.

We have prepared all information herein from sources we believe to be accurate and reliable. However, such information is presented "as is" without warranty of any kind – whether expressed or implied.

All market prices, data, and other information are not warranted as to completeness or accuracy, are based upon selected public market data, reflect prevailing conditions, and our view as of this date, all of which are subject to change without notice.

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These forward-looking statements may turn out to be wrong and can be affected by inaccurate assumptions or by known or unknown risks, uncertainties, and other factors, most of which are beyond control. It can be expected that some or all of such forward-looking assumptions will not materialize or will vary significantly from actual results.



# ARKANIA

PROTOCOL

[arkania.io](https://arkania.io)



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