



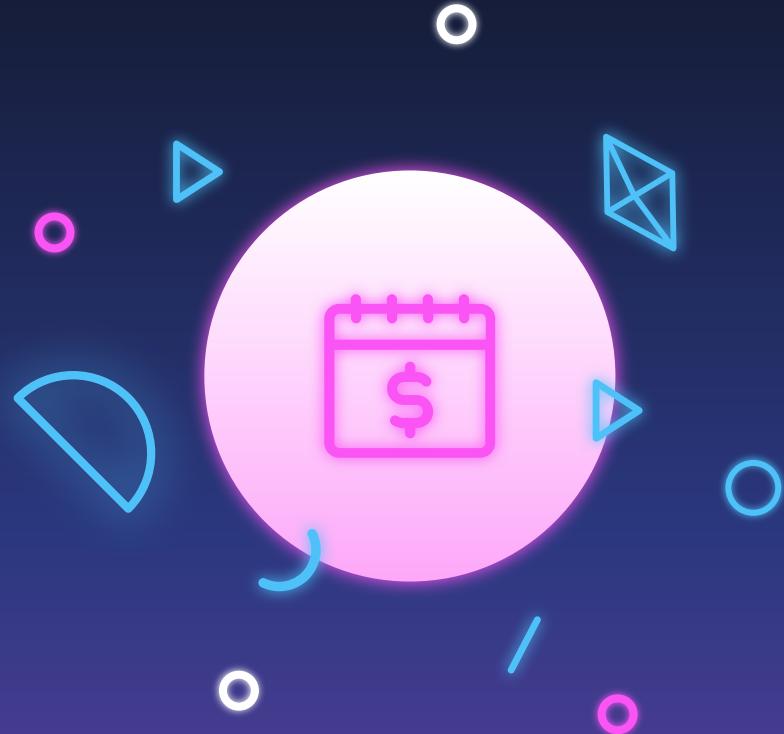
01

Executive Summary



What is NFT?

NFTs are tokenized representations of digital assets that exist on the blockchain.





≡ \$10.7 BILLION ≡

Amount of sales volume produced in Q3 of 2021.





NOTABLE NFT SUCCESSES



BAYC

Has sold 10,000 NFTs, earning them about US\$2.2 million.

Nubloom

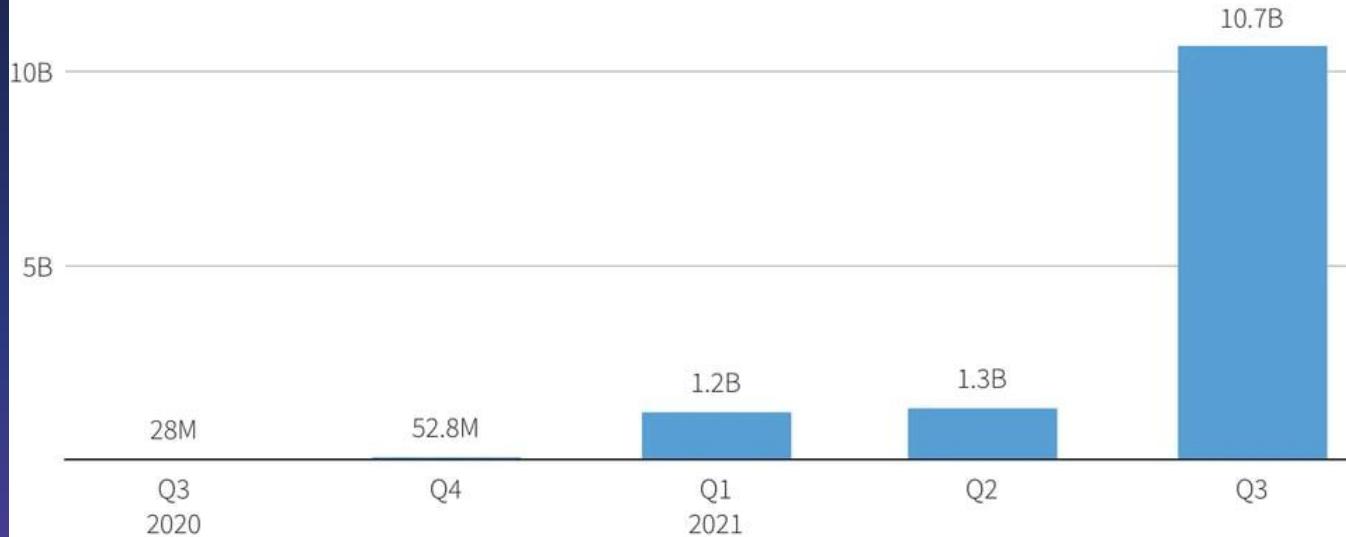
A small scale NFT launches that have made more than US\$400,000.



RECENT GROWTH

NFT sales surge to \$10.7 billion in Q3 - DappRadar

Quarterly non-fungible token sales volumes across multiple blockchains, in U.S. dollars



Note: DappRadar is a company which tracks on-chain NFT sales across multiple blockchains including Ethereum, Flow, Wax, and BSC.
Source: DappRadar



KEY ISSUES FROM THE CURRENT MARKET

ISSUE #1

Small NFT creators left undiscovered by the marketplace.

ISSUE #2

The lack of opportunity for NFT creators to build their own business brands and online presence

ISSUE #3

The absence of technology to mass produce artworks.

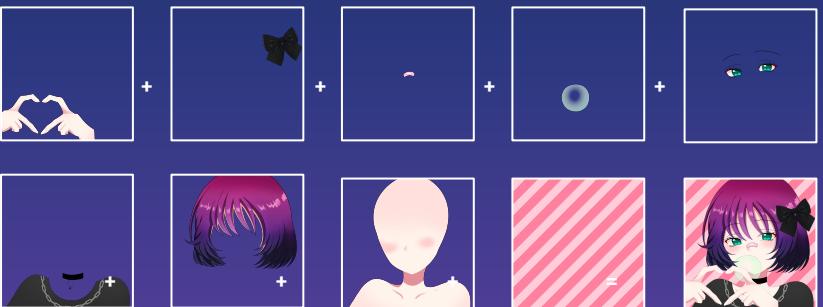


NFT . D E V



One-stop NFT e-commerce solutions

- Establish beautiful and functional e-commerce website that fully supports NFT technology.
- E-commerce manager (e.g handling product catalogue, business analytics, marketing)
- Generative art algorithms to swiftly generate thousands of unique images.





02

The Team



MEET THE TEAM

Roy

Founder, Main
Developer

Colin

Co-founder,
Marketing and
HR

Vedansh

Co-founder,
Finance

Merry

Co-founder,
UI/UX designer



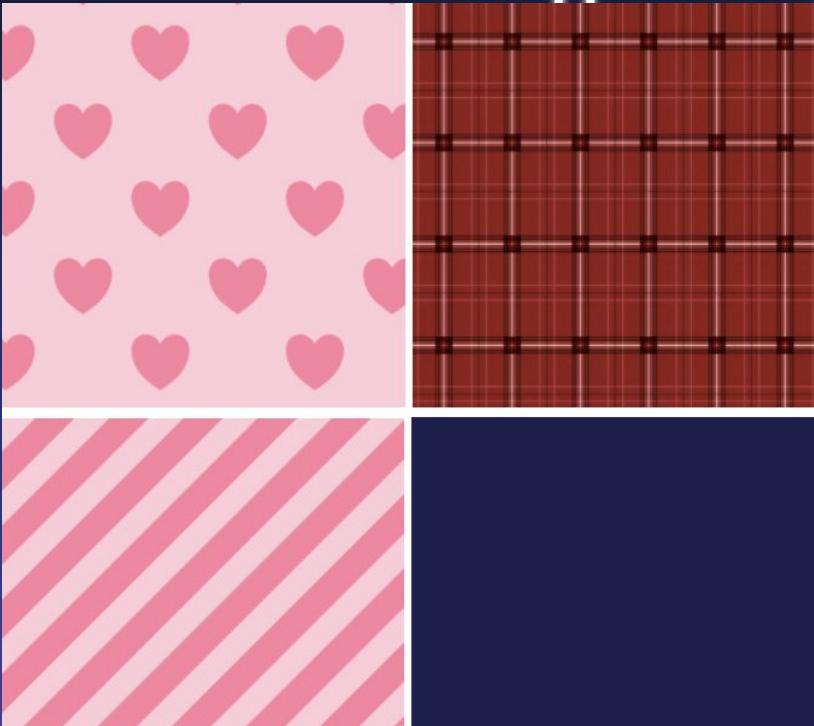
03

Creating a Site



Step 1: Uploading artwork

- Upload a folder for each component
- Each folder contains different versions of that component





Step 2: Generating collection

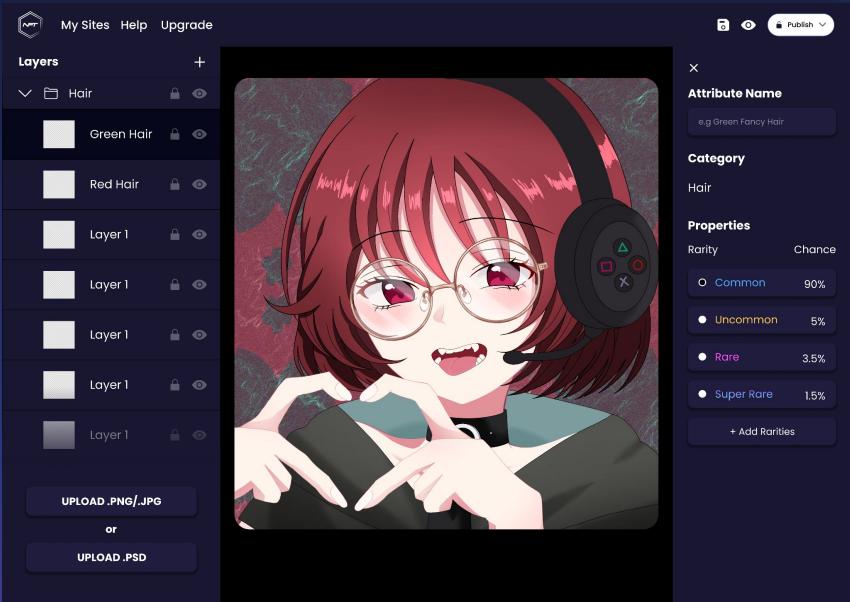
- Stack images on top of one another





Step 2: Generating collection

- Assign rarities and names to each partial image





Step 2: Generating collection

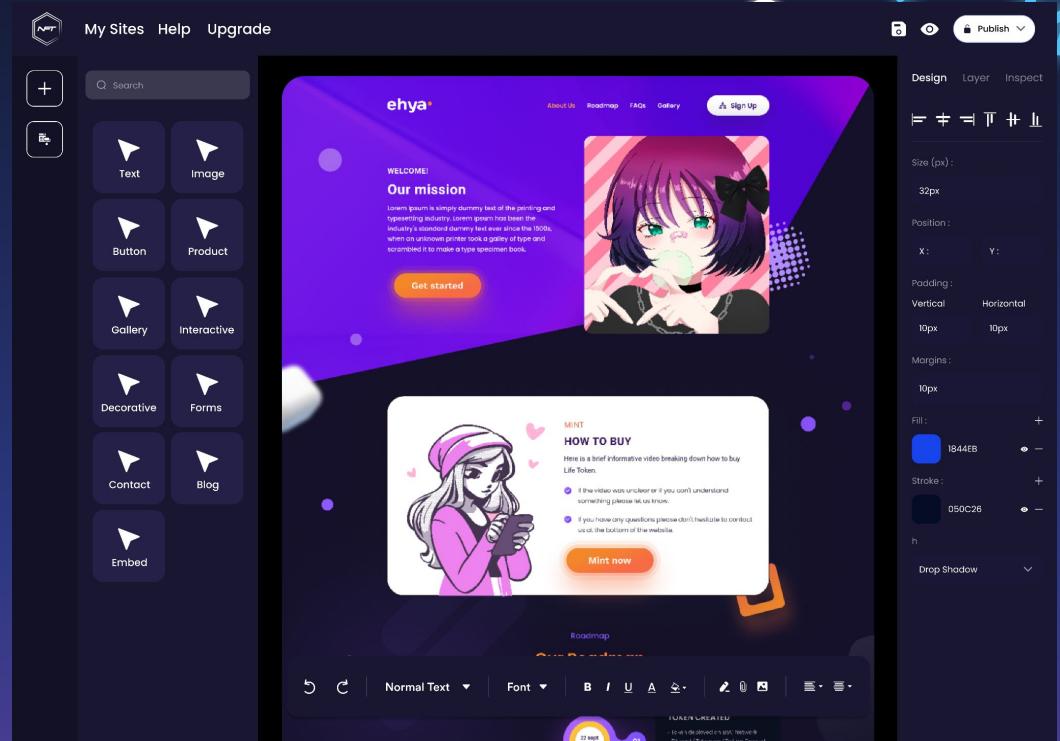
- Mass production of images





Step 3: Building the site

- Drag-and-drop builder
- Intuitive
- Template-based





Step 4: Launching the site

- Test site
- Update SEO details
- Purchase domain

The screenshot displays the NFT DEV platform interface. On the left, the dashboard shows sections for Products, Orders, Customers, Analytics, and Marketing. The main area features a welcome message "Welcome, @Username!" with a "Get started" button. Below it, there's a preview of a website with a placeholder domain name. A progress bar indicates "85% Site Deploy Progress". The bottom section, titled "Check your progress Set Up Your Store", lists five steps: "Set up your own NFT" (with "Skip" and "Proceed" buttons), "Get to know our workaround!" (with a "Watch Video" button), and a summary of completed steps.

NFT . DEV

Dashboard

Products

Orders

Customers

Analytics

Marketing

Search on the website

Generate NFTs

John Doe @Username

Welcome, @Username!

Get started

Site name

Domain name: https://www.placeholder.domain.org/

Edit

Check your progress

Set Up Your Store

85%

- Set up your own NFT

Skip Proceed

Skip Proceed

Skip Proceed

Skip Proceed

Skip Proceed

Get to know our workaround!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam suscipit ut nisl vitae varius. Aliquam erat volutpat. Morbi lobortis neque ut nulla pretium pulvinar.

Watch Video



END RESULT

<https://nft-shopify.vercel.app>

The screenshot shows the homepage of the ehya* website. The header features the brand name "ehya*" in white and yellow. A navigation bar includes "About Us", "Roadmap", "FAQs", "Gallery", and a "Sign Up" button. The main content area has a purple gradient background with a cartoon illustration of a girl with purple hair and a black bow. The text "WELCOME!" and "Our mission" is displayed, followed by a paragraph of placeholder text (Lorem ipsum). A "Get started" button is present. Below the main content is a video player with a white frame, showing a thumbnail of a girl with a pink headband and hearts around her. The video title "MINT" and "HOW TO BUY" is shown, along with a brief description: "Here is a brief informative video breaking down how to buy Life Token."



NFT Builder Your Profile | OpenSea

nftbuilder.shop

www.nftbuilder.shop says
Mint Successful



OK

MINT

HOW TO BUY

Here is a brief informative video breaking down how to buy Life Token.

- ✓ If the video was unclear or if you can't understand something please let us know
- ✓ If you have any questions please do not hesitate to contact us at the bottom of the website.

Mint now



RESALE

NFT Builder

NFT 3

Owned by [FF1BD9](#) 2 views

Sale ends April 21, 2022 at 9:27pm +08

Current price
1 (\$405.65)

[Buy now](#) [Make offer](#)

Price History

All Time

No trading data yet

Listings

Description

Created by [you](#)
We make it easy to create your own NFTs

Properties

BUSINESS ANALYTICS

NFT.DEV

Dashboard

Products

Orders

Customers

Analytics

Marketing

Search on the website

Generate NFTs

+24%

\$ 28,300.00

Total Income

+25%

29,289

Total Customers

+18%

24,683

Total Transactions

+12%

18,289

Total Orders

Total Sales

Last week

\$380.00

Mon Tue Wed Thu Fri Sat Sun

Last Orders

ID Order Name Product Date Tracking Price

#567898	Kusoy Kevin	Notebook	18-09-2018	Complete	\$ 120.00
#675578	Williams John	Handphone	23-09-2018	Pending	\$ 108.00
#547876	Alex Martin	Laptop	26-09-2018	Complete	\$ 118.00
#657899	John Andre	Headset	27-09-2018	Complete	\$ 100.00



03

Business Model



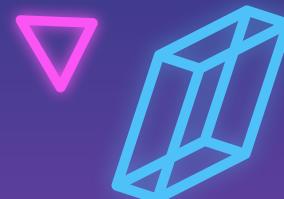
To revolutionize the NFT market by making NFT creation easy and accessible for everyone.



Helping NFT artists achieve independence in their creation and selling of NFTs online



- Succeed together
- Magical User Experience





- Cut the Clutter
- Make thousands of NFTs with just one click

ONE - STOP SOLUTION

Value Proposition



- Minimal financial risk for the user

PAY ONLY AFTER MINTING

- Users have an option to pay in either crypto and fiat currency

FIAT PAYMENT

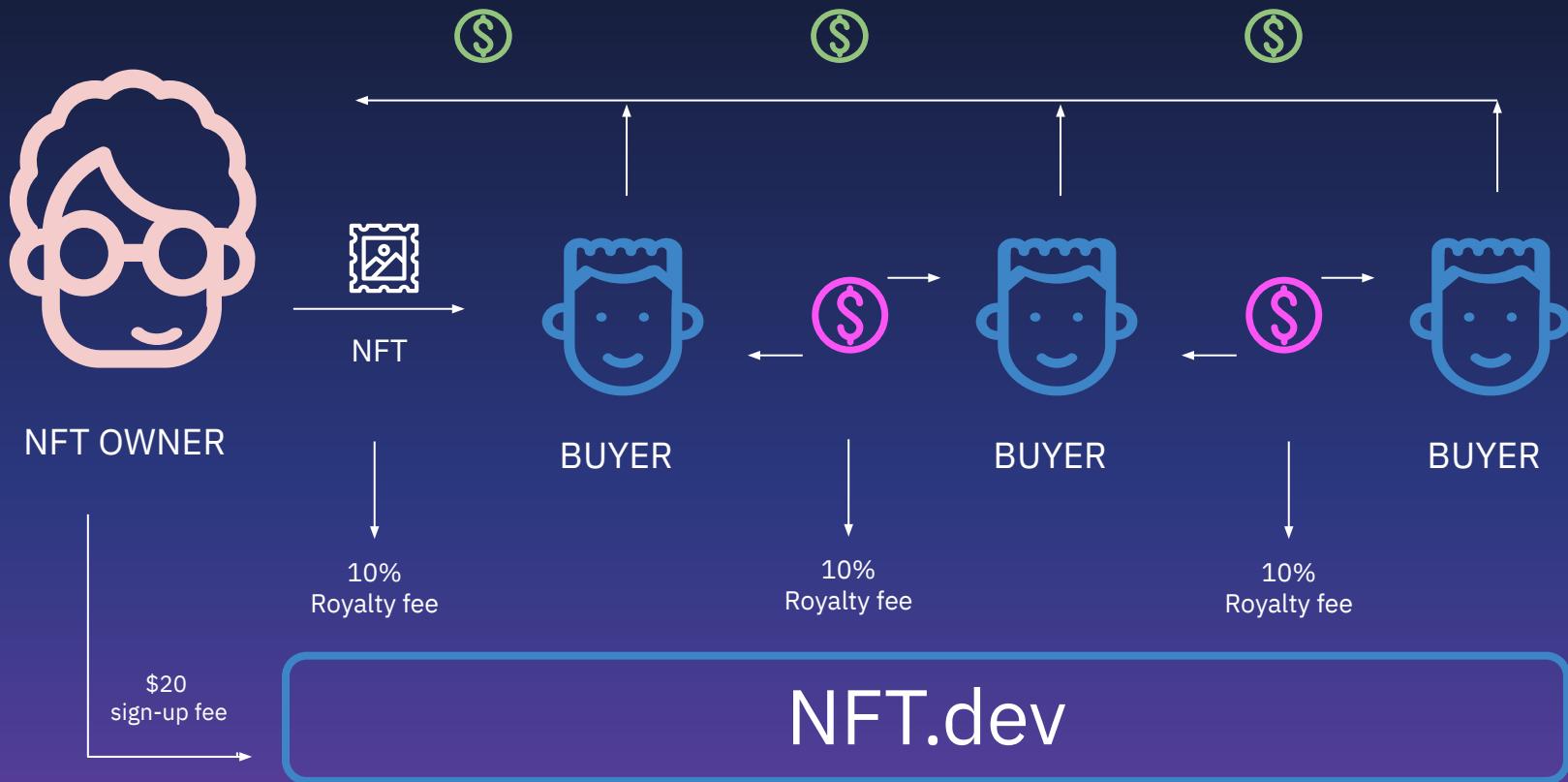


04

Financial Analysis



How do we make Money ?





Investment Until LAUNCH

	<u>COSTS</u>	<u>MONTH 1</u>	<u>MONTH 2</u>
1.	Hiring Costs: <ul style="list-style-type: none">• Full Stack Developers x 2• Blockchain Engineer x 2• UI/UX Designer x 2	\$4,000 each x 8	\$4000 each x 8
3.	Smart Contract Audit	\$5000 - \$6000	--
4.	Web Hosting (AWS)	--	\$50
5.	Database (Amazon S3)	--	--
6.	Marketing	\$500 - \$1000	\$500 - \$1000
	Total:	\$25,000 - \$30,000	\$25,000 - \$30,000
	Total Investment for LAUNCH	\$50,000 - \$60,000	



Why is it a Money \$pinner?

US\$10.7
bln

\$4000

10%

NFT market
surges to all time
high in 3rd Q 2021

**Average selling
price** for NFT in
2021

We take **10% cut**
from the selling price

- Low startup and maintenance costs for us.
- Break even with just 50 projects making an average of \$4000.
- Low generation cost for the user as well.



05

External Environment



COMPETITORS



OpenSea

NFT MARKETPLACE



E-COMMERCE

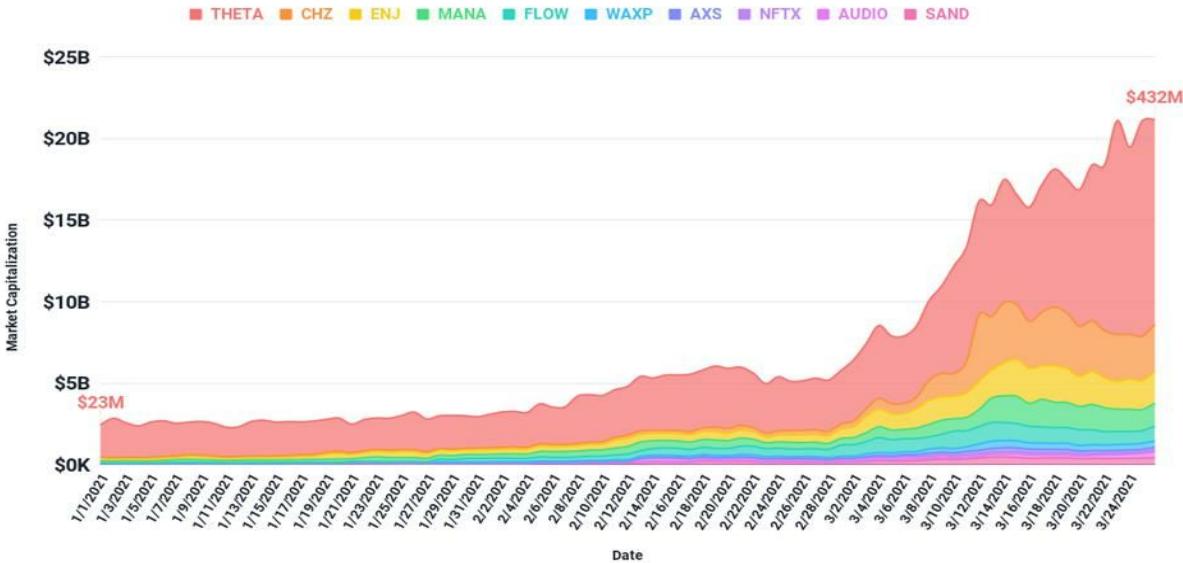


COMPETITOR ANALYSIS

Product/Services	NFT.dev	Opensea	Shopify	NFTify
Ability to mass produce generative arts	<input type="checkbox"/>	X	X	X
Accepts payments in both fiat and crypto	<input type="checkbox"/>	X	X	X
Allows users to create their own NFT ecommerce site	<input type="checkbox"/>	X	<input type="checkbox"/>	<input type="checkbox"/>
Handles the creation of NFTs	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>

MARKET ANALYSIS & TRENDS

NFTs/Collectibles Tokens Market Capitalization





06

Implementation Roadmap



TIMING



- Project preparation
- Establish sales cycle / SOPs / work allocation / milestones
- Successful beta tests & prototyping
- Pitch to investors for initial funding

PHASE 1



PHASE 2



- Official launch of NFTBuilder.dev
- First 10 customers!!!
- Injection of heavy marketing efforts (Insta/Twitter, GDN, SEM)
- Create social media pages for NFTBuilder.dev



TIMING



- Launch our marketplace - for migrating from OpenSea to our platform
- Expansion of software dev, marketing & sales teams
- Official whitepaper release
- 30 total customers

PHASE 3



PHASE 4



- Launch our online store
- IPO
- Other possible expansions





Risk Analysis



RISKS & COUNTER-MEASURES

Potential hacking of website and servers	<ul style="list-style-type: none">- Smart contracts on ETH blockchain server = more secure- Scaling of cyber security team most important- Smart contract audits
Competitors copying our business model	<ul style="list-style-type: none">- Fast growth and stability- Build reputable and secure image to gain consumer confidence- Patented artwork generator algorithm
What happens to us if the hype for NTFs and digital art diminishes?	<ul style="list-style-type: none">- Won't die, NFTs to the moon - Provide more product choices which extend NFT benefits to real life assets E.g. Monaco Markets

09

Conclusion

