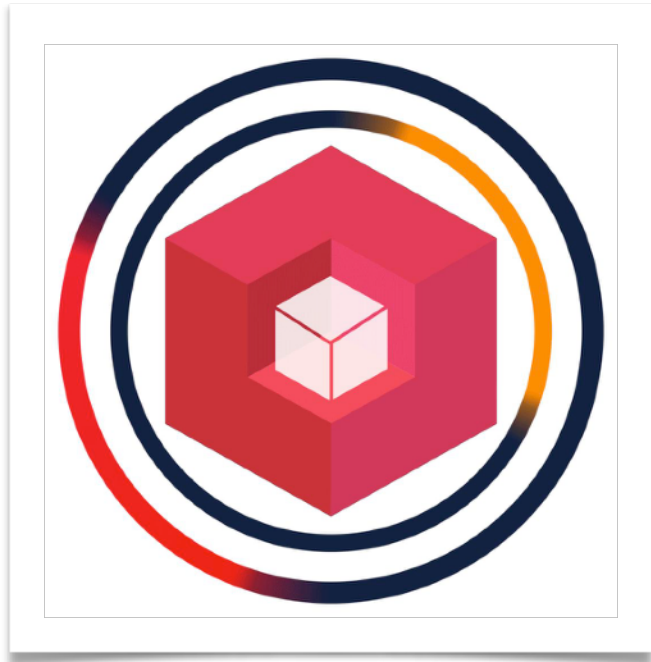




# ROOKA

NEXT GENERATION NFT PLATFORM

# Our Mission



On Sun's Day, we first shared our plans to release one-of-a-kind Carbon Offset Rooka NFTs to help minimize humanity's carbon footprint, while making the art of buying, selling, trading, and collecting eco-friendly NFTs more exciting than ever.

We're excited to announce the time has come for Carbon Offset on the Rooka blockchain! Thanks to our partnership, you now have the power to protect the environment, while collecting your favorite NFTs.

When you purchase Carbon Offset, a tree is planted for every dollar spent and composted (aka redeemed). This is an unlimited collection, so you can purchase and collect as many as you'd like.

Most importantly, you have the power to play a direct role in the reforestation of the planet in the face of increased carbon emissions, global warming and the millions of trees lost to fire each year.

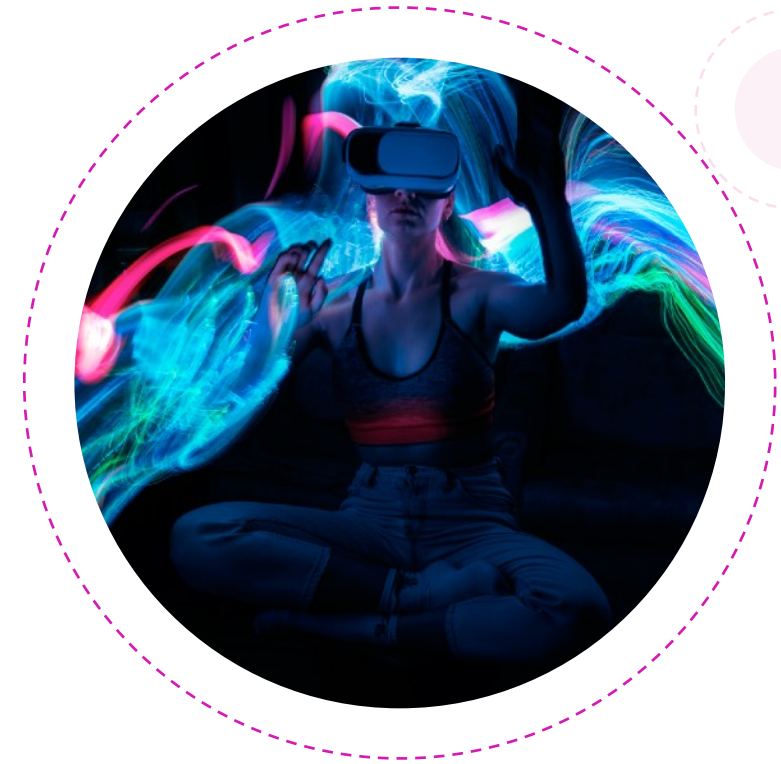
# WELCOME TO NFT WORLD



In less than 20 years the term “Metaverse”, coined by Neal Stephenson in the Cyberpunk novel Snow Crash, has gone from being part of the science fiction lexicon to becoming a reality under construction that tech giants like Facebook, Apple and Microsoft are working on.

A metaverse is a virtual reality space where users interact in the form of avatars. This alternate reality replicates perfectly the real world (adding some peculiarities) letting avatars, for example, buy and sell digital goods and create economies.

Since our current world is quickly moving to digital, more and more people are joining this new reality investing their time and energies to build in it. Thus, many objects emerge as digital only so, as a result to the issues of ownership and copyright, NFTs have established as global answer to the problem





## WORLD CLASS ARTWORK



Rooka, leveraging this technology, creates a bridge between the traditional art world, Utilities, Meta, Music etc and the expanding potential of Web 3.0. The two realities are connected through the NFT Masterpieces, which are not meant to be a substitute of physical copies, but rather its alterego within these new virtual universes. To fulfill this duty, they necessarily have to maintain the characteristics of their physical counterpart: Uniqueness and Authenticity.

We offer museums and foundations, that preserve renowned artworks, a new way to enhance their value through the creation of unique NFTs. This new opportunity will also support them in the economic burden of preserving artistic heritage, while providing them with a cutting-edge tool to promote, indirectly, the physical works and the institutions that conserve them.

The NFT Masterpiece in addition to its collectible value and its use in metaverse exhibitions, acts as a key to access a “Golden Circle” of great art lovers, new talents and renowned critics, connecting them in a social network for their own mutual benefit.



# MARKET OVERVIEW



The conditions to renovate the dynamics of the WORLD'S market from the uncertainty and flexibility that have characterized the sector in recent years.

Virtual platforms have favored a growth in terms of transparency and awareness of the sector, initiating a process of change that invites the players of the market to experiment.

By analyzing demand and offer for collectibles, it can be claimed that, during 2020, some of the main trends of 2019 has seen confirmation or growth, showing a strong push for technological innovation.

The growth in private sales, happened between 2019 and 2020, testifies an increased desire for confidentiality and transaction speed. Both these aspects are essential when it comes to NFTs where the payment, made through a crypto wallet using cryptocurrencies, is immediate.





# MARKET OVERVIEW



The online-only auctions have recently conquered a large segment of young buyers, with a recognizable and well-defined profile. Christie's reported that 32% of new buyers in online only auctions are between 23 and 38 years old while Sotheby's has doubled the number of buyers under 40.

The new generation of collectors is formed by the so-called Millennials: people born between 1980 and 2000, the same age group that represents the majority of retail investors in the cryptomarket.

Covid-19 and the resulting restrictions have brought down many industries, including art. Visitors to the world's 100 busiest art museums have dropped from 203 million in 2019, to 54 million in 2020: a 77 per-cent drop.



# MARKET OVERVIEW



Less revenues translates into less money to preserve the artistic heritage, and the future forecast is a shrinking in the cultural offer.

Meanwhile, the NFT market is experiencing exponential growth, going from a total market capitalization of 720 million at the beginning of 2021 to 5.3 billion at the end of the same year, arousing the interest and promoting the entry into the sector of large multinationals such as Ferrari, Gucci, Adidas, Nike, Dolce & Gabbana, Lamborghini, Disney, Alibaba and many others.

ROOKA's purpose is to provide institutions with the best tools to connect these realities in the safest and most efficient way, totally in compliance with regulations.



# WHAT IS NFT?

## Uniqueness

An NFT is a non-fungible token used as a unit of data stored on a blockchain that certifies the uniqueness of a digital resource.

## Security

Smart contracts are programs that reside on the blockchain, and are executed deterministically by all nodes, from the same inputs they produce the same results; in the case of NFTs the code executed by these pieces of software is actually immutable and certified, so it excludes the risk of counterfeit.

## Traceability

The NFT is embedded within the blockchain, the decentralized digital ledger that records every single transaction ensuring transparency and traceability onto the chain





# ROOKA SERVICES

## DIFFERENT TYPES OF NFTs OUR PLATFORM OFFER

1. Collectible items/Trading cards
2. Artwork
3. Music and media
4. Gaming
5. Event tickets
6. Education
7. Fashion
8. Influencers & Brand
9. Blogging
10. Earth (Carbon Negative NFTs)
11. Real-world assets (like real estates)
12. Crypto Stamps
13. The Athletic Career Token



# 1. NFT COLLECTIBLES



## What are NFT collectibles?

Collectibles are unique items minted on blockchain as NFT for anyone to acquire. They are usually limited, and they sell for substantial amounts mostly due to blockchain's tech that makes them unique and scarce, and humans understand scarcity.

## Rooka collectibles platform and how are we unique?

Rooka Collectibles are categorized and are sourced out based on the popularity of the collector. Collectibles can be any, we have categorized the collection unique ways.

Depending on popularity of the collectibles they are segregated and their cost is determined analog with the owner. They are multiple factors which will be taken into consideration like who is the owner what type of content, picture or video it is about, what weightage it carries in the world etc.

Our platform forms a unique way and its rating system add value and helps buyers to decide which item to buy or participate either in purchasing or participates in auction to buy them.

Besides, we took care of thorough moderation of digital assets uploaded to platforms and provide a clear and concise interface for sellers.



## 2. NFT ART

What is NFT art?

NFT art is **a digital asset that is collectable, unique, and non-transferrable**, Cortes explained. Every NFT is unique in its creative design and cannot be duplicated, making them limited and rare. NFTs get their value because the transaction proves ownership of the art

We have categorized NFT platform into following ways:

1. Baby boomers
2. Professionals
3. The Golden Arts
4. Legends

In our marketplace where users can trade their digital creations on multi-chain.

The scope of your creations is limited only by your creativity. As it comes clear, the more creative you are, the more revenue you'll generate.





### 3. THE NEW NFT FOR MUSIC



Even though the music streaming platforms are fairly new, these haven't improved the situation on how poorly designed is the royalties distribution system and how little are artists compensated for their work. Including some fairly popular ones.

Fact: Most of Spotify's top 0.8% of artists earn less than \$50,000 in streaming revenue.

#### Musicians and bands using NFTs

Rooka marketplace helps musicians easily track sales (remember that the creator takes a % of every sale made in the future), compared to the difficulty of following up the number of plays on each streaming platform and remembering to request their payment.

It's known that tens of thousands of dollars in royalties concept are never claimed to record labels each year.

Rooka **NFTs for music** could also mean creating new kinds of products, not just songs. Remember when concert tickets should be beautiful and had awesome designs? Bands can now design cool tickets for each tour and give them away for free as NFTs to concert attendees. Collectibles, accessories for online avatars,.. the opportunities are endless.

If you're interested in selling Rooka music NFTs, is a good place to start.



[www.rooka.nft](http://www.rooka.nft)



# 4.THE NFT GAMERS

NFT gaming is one of 2022's biggest new NFT trends, and it will be hard for developers and publishers to ignore. We explain more about what are NFTs? in our in-depth feature, but to discover what it all means for games, keep reading (or jump straight to our NFT gaming explained section). As more major publishers back or are exploring uses of NFTs – including Square Enix, Ubisoft, Konami, Epic, Capcom, and EA – it's likely you'll be designing for or using them soon.

Let's take a look what Rooka brings to the table

- 1.Complete control over players earnings. Rooka NFT games platform give players the ability to have complete control over their assets. It allows players to earn cryptocurrencies if they sell the NFTs. In addition, physical ownership gives more incentives to play on a blockchain-based game and can be a regular source of income.
- 2.Rooka IGOs, or Initial Game Offering, are NFT assets from top-tier gaming projects available exclusively on Rooka NFT. The assets can launch either via auction, fixed price or mystery boxes.
- 3.Rooka FTs represent game elements that are designed to be interoperable
- 4.Rooka registered artists provided digital game assets that are tailored to the needs of the player/user.
- 5.An Rooka NFT game platform allows you to earn more compared to other gaming platforms
- 6.The goal of NFT game creation is to increase the platform's token's scarcity.
- 7.It will bring transparency to the cost and design and better circulation of NFTs
- 8.In the NFT gaming website for trading, payments can be made without revealing personal information.





# 4.1 THE NFT IGO FOR GAMERS



**Want to be part of IGO we are here to help job us.**

IGOs, or Initial Game Offering, are NFT assets from top-tier gaming projects available exclusively on Rooka NFT. The assets can launch either via auction, fixed price or mystery boxes. Rooka IGOs are purely for gaming and all content drops will consist of in-game assets such as early-access passes, weapons and items, exclusive Rooka cosmetics and skins and much more!

If you're interested in launching an IGO collection , please complete the application form. The Rooka NFT team will review and contact you if your submission is approved. For more questions, please email us at [igo@rooka.com](mailto:igo@rooka.com).



# 5. NFT EVENT BOOKINGS

We go way beyond just NFT Ticketing?

Live events demand more than just ticketing. ROOKA ticketing technology, we provide a full even management platform and multiple integration possibilities into existing systems.

It's not just about allowing customers to have fancier looking tickets. There are a host of benefits with NFT ticketing for event organisers and the audience.

1. **Reduced Fraud.** This one we've covered heavily, but ROOKA NFT ticketing has the potential to eliminate ticket fraud entirely.
2. **Attached Perks.** Smart contracts allow Seatlab's users to bind perks to tickets, meaning returning customers, early buyers or anybody else you want to reward can have perks attached to their ticket. The perks could be anything from free food inside the venue to VIP access.
3. **Cost.** Digital tickets are cheap to produce and can be distributed by email or SMS. Once on the Solana blockchain, transaction fees are never more than \$0.01.
4. **Programmable Additional Revenue.** As mentioned, event organizers or artists can earn a share of the reward as tickets are resold, forever! Years after an event, organizers can benefit from a percentage of that sale if a ticket becomes a collectable item.



# 6.THE NEW NFT EDUCATION



## Rooka NFTs in Education

We are at the very beginning of the NFT renaissance, and it is likely that NFTs will radically shape the landscape of a new digital economy. we are just touched on some potential use cases for NFTs as applied to education, but it will be really interesting to see how that evolution progresses.

Some of the EDU-NFT we are building are.

1. Micro-credentials
2. Transcripts and Records
3. Scholarships and Entitlements
4. Masterclass and Content Creation
5. Learning Experiences

Rooka NFT, all forms of credentialing like diplomas, degrees, and PHDs will be tokenized, and likely stored in I I AM digital wallet that serves as a person's educational profile.

Rooka Niche We are coming with

1. Sanskrit as spoken language





# 7. SELL FASHION ACCESSORIES META USING NFT

With NFTs, Rooka enables fashion brands to give customers tokens for early access to new products, discounts, admission to exclusive events and private communities, and much more

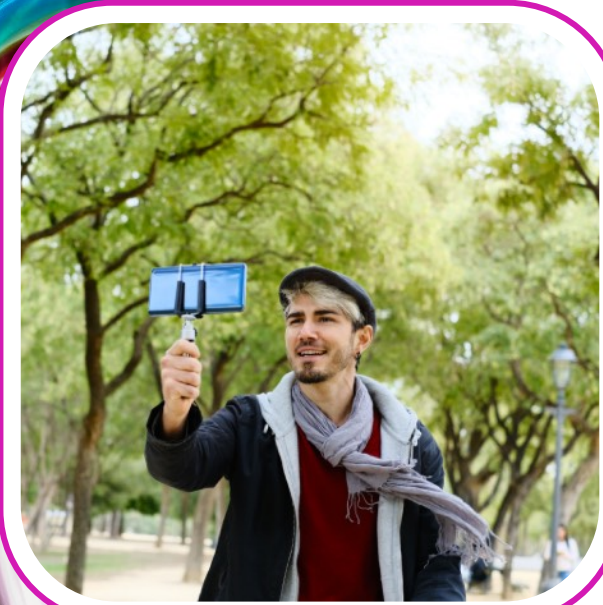
Brands can leverage NFTs is to organize a pre-sale limited drop of physical products and link each product to a unique NFT to offer additional value and gauge customer interest

Although this is a fairly new concept, there is future potential for the fashion industry to be an important part of the metaverse.

**The opportunity for the fashion industry:** Users can spend money on NFT clothes and accessories for their avatars.



## 8. NTF INFLUENCERS & BRANDS



Rooka NFT market place we are firm to connect brands & Influencers.

Lots of celebrities like **Snoop Dogg**, **Neymar Jr** or **Gary Vaynerchuk** have come forward and promoted or bought NFTs already.

But you don't need to have those super high-level connections to start an **NFT influencer marketing** business.

Instead of trying to hire someone with 3M followers, you could contact several people with 50K followers. Rooka platform will provide connection bridge for influencers and business owners based on domain criteria.

Where influencers or brands can choose Whome to pick for their promoters with a regular subscription fee or one time fixed cost.

Rooka will also spread the word both for MSME and influencers, sometimes even better because these influencers with smaller audiences appeal to more specific user segments vs. those huge celebrities with very broad audiences.





## 9. Blog

Blogging is one of those activities that can be applied to almost every industry that you can imagine. Even though a new social network comes in our way with newer and quicker ways to create content, the truth is that **blogs have been around for ages and they're going nowhere.**

When a topic is so new and mostly unknown to the greater part of the population, Google is where they go to ask their questions about it. When a middle-aged dad wants to know "**what the heck are NFTs**" he googles it; but when an expert marketer that runs a Discord community has a specific issue she also goes to Google looking for answers.

*NFT interest over time, according to Google*

As you can see, the interest in NFTs is growing non-stop, and considering that they're far from being mainstream, content consumption can only increase. Believe it or not, it's still early to **start a blog about NFTs and make money with it.** Comment on current news, share thoughts about upcoming collections, create guides,... the possibilities for releasing eye-grabbing content are endless.

The good news is that to start this type of business all you need is a computer.



# 10. THE NEW NFT EARTH



Spring is a wonderful time. The flowers come into bloom, trees are budding, birds are chirping and the air is fresh and warm. As we head into this lovely season, we reflect on the state of the planet's health.

The first carbon impact NFT

Coming to the blockchain in May, ROOKA will create the world's tradable carbon impact NFT for consumers. ROOKA carbon impact NFTs offer a simple and convenient way to offset some portion of your carbon dioxide generating activities.

If you're flying somewhere, taking a long car trip or returning a lot of e-commerce items you've recently purchased, you may wish to offset some of the carbon generated from those activities. ROOKA carbon impact NFTs can help you do that.



# 10.1 THE NEW NFT EARTH

## How ROOKA works

ROOKA carbon impact NFTs can be purchased from ROOKA at [on.ROOKA.io/Mint-Green](https://on.rooka.io/Mint-Green). NFTs are priced at \$1, \$5, \$25, \$50 and \$100. Every \$1 in NFT value corresponds to the planting of one tree sapling, create a solar energy ecosystem, plant fruits trees, contribute to forest department. These NFTs can be gifted, traded, sold and 'composted'.

When an NFT holder wishes to offset their carbon, they can compost the NFT (i.e. redeem it) and by doing so, one tree sapling will be planted by the HJLS, a respected organization focused on reforestation.

According to [co2meter.com](https://co2meter.com), one tree will sequester approximately 1 ton of CO2 over its lifetime.

A real time eco system will be developed to plant trees, clean water, reusable energy, organic food etc ad many more.





## 10.2 THE NEW NFT EARTH



1. Get Planting — \$19.99 - 8 cards total: Five (5) \$1 cards and three (3) \$5 cards
2. Go Greener — \$49.99 - 12 cards total: Five (5) \$1 cards, five (5) \$5 cards, and two (2) \$10 cards
3. Think Big — \$149.99 - 2 cards total = one (1) \$50 card and one (1) \$100 card
4. Save the Planet — \$199.99 - 18 cards total: Ten (10) \$1 cards, four (4) \$5 cards, two (2) \$10 cards, one (1) \$50 card, and one (1) \$100 card



# 11.THE REAL ESTATE

From digital estate to real estate Rooka platform open multiple opportunities for buyers, sellers and traders and more.

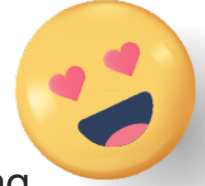
## How ROOKA NFT's will Change The Real Estate Industry ?

1. Fractional Property Ownership - Owners can sell a portion of assets to a large number of investors through NFTs.
2. Transfer of Ownership on Assets Without middleman - Blockchain reduces the risks in transferring the control over a party to another just through NFTs.
3. NFT Real Estate Can be a virtual game - In which people can communicate, go for events, shop, earn, buy and sell their properties
4. NFT Real Estate Can be a **Mortgage** - By tokenizing the assets it is easy to lend and borrow in terms of NFTs.





# 12. THE NFT STAMP



## What is STAMP?

STAMPS is an blockchain side chain for creating, collecting, and trading postage stamps as NFT tokens.

Stamp collecting — also known as philately — has been around for as long as stamps and national postal organizations have existed, around 180 years. In that time, around 1 million unique postage stamp motifs have been created, produced for or on behalf of 235 postal countries and territories that issue postage stamps.

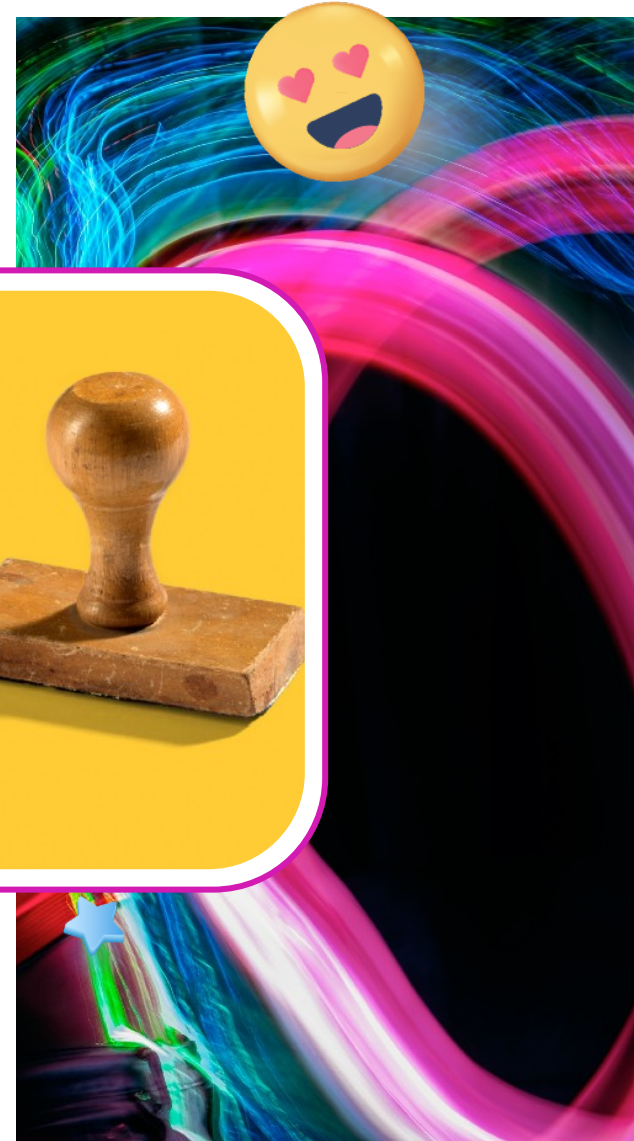
NFT of ROOKA will replicate this uniqueness, including the scarcity, in a digital format. Users/customers on the platform can then buy, trade, swap and profit from the exchange of these digital versions of the originals, with those that are issued in more limited quantities being rarer, and therefore, worth more.



# 12.1 ROOKA STAMPS

Rooka NFT Stamps. Ensuring rarity, or scarcity is integral to the approach we will take. Every digital stamp issued on ROOKA is Limited Edition (LE) only, with five (5) digital art variations. The scarcity structure for each variation is as follows:

Rarity	Edition Type	Number of NFT copies
Common	Limited Edition	10,000
Rare	Limited Edition	1,000
Super Rare	Limited Edition	100
Ultra Rare	Limited Edition	10
Unique	Limited Edition	1



# 13. THE ATHLETIC TOKEN



Non-fungible tokens (NFTs) are true utility in sports. They allow athletes and supporters to get closer in a unique way, creating monetary value and improving the overall user experience.

By leveraging new technologies, the ROOKA platform-based NFTs will enable its users reaching new spaces and opening new revenue paths that were unavailable before for up-and-coming and youth athletes.

## INTRODUCING ATHLETE NFT.

For all athletes of every skill level – each authorized athlete with the ROOKA Pro Account will have the possibility to issue its own personalized ATHLETE NFT on the ROOKA platform, making it the first and special NFT in an athlete's upcoming successful sports career.



Imagine you had a chance to issue your first NFT before you made it to the NBA, NFL, IPL or before you became the UEFA Champions League winner – just imagine the value of your first NFT today.

ROOKA enables this in a unique way first of its kind.



THANK YOU

FOR YOUR ATTENTION