

Whitepaper Paytusker

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Abstract

In a rapidly digitizing world, it's more important than ever to have a strong online presence. And as the metaverse continues to grow in popularity, it's becoming increasingly important to have a strong digital identity. That's why we're excited to announce the launch of our new NFT platform. This platform will allow users to create and manage their digital assets, giving them a unique and powerful way to represent themselves online. With our easy-to-use tools, low gas fees and intuitive interface, anyone can create a stunning digital identity that will stand out in the crowd. So if you're looking to get ahead of the curve, now is the time to get involved. Visit our website today to learn more about our platform and how you can get started.

Introduction

An important aspect of the blockchain revolution is the ability to create and trade digital assets known as non-fungible tokens, or NFTs. These tokens represent unique pieces of digital content, such as artwork, video games, or collectibles. NFTs are held on decentralized platforms called NFT platforms. NFT platforms play a central role in the development of the blockchain ecosystem. They provide a way for content creators to monetize their work and for users to collect and trade unique digital assets. NFT platforms also offer a variety of benefits to users:

- security: NFT platforms are built on blockchain technology, which provides a high level of security. Transactions are transparent and can't be tampered with, making them ideal for trading valuable digital assets.
- liquidity: NFTs can be traded on secondary markets, providing liquidity to token holders. This allows users to buy and sell tokens at any time, increasing the value of their holdings.
- ease of use: NFT platforms are easy to use, allowing users to trade and interact with tokens in a simple and user-friendly manner.

Vision & Mission

Paytusker's mission is to revolutionize the way people do finance and art. By ensuring smooth transactions with low gas fees, Paytusker allows creators to get rewarded for the fruits of their labor and get paid. With a minimal listing fee of just 10 cents, Paytusker is committed to making its platform accessible to as many people as possible. The goal is 1 million transactions on the platform, with the ambition to become a global brand, Paytusker is poised to make a real difference in the world.

Market Overview

The non-fungible token (NFT) market has seen explosive growth over the past year, with the total value of NFTs traded on secondary markets rising from \$ 2 million in January 2020 to over \$ 250 million by February 2021. The vast majority of this activity has been driven by the gaming and collectibles sector, which has accounted for approximately 90% of all NFT transactions by value over the past year. However, the NFT market is also beginning to gain traction in other sectors, such as digital art, music, and video. With the number of active NFT platforms and projects rapidly increasing, it is likely that the NFT market will continue to experience significant growth in the coming years. In the world of online art and collectibles, NFTs have become one of the hottest commodities. NFTs, or non-fungible tokens, are digital assets that are stored on a blockchain. While there are many different NFT platforms available, three of the most popular are OpenSea, Rarible, and Foundation. OpenSea is the largest marketplace for NFTs, with a wide selection of items ranging from in-game assets to digital art. One of the key features of OpenSea is its support for a variety of blockchain protocols, which gives users greater flexibility in how they store and trade their NFTs. Rarible is another popular choice for buying and selling NFTs, particularly because of its focus on user-generated content. Foundation is unique in that it allows creators to mint their own NFTs, giving them full control over the pricing and distribution of their work.

Problems and Solutions

Problem: The Paytusker team has a strong belief that the current financial system is broken and needs to be replaced with one that is more fair and efficient. The current financial system is deeply flawed. It disproportionately benefits the wealthy, while leaving everyone else behind. It's inefficient, complex, and opaque. Worst of all, it's rigged against everyday people.

Thankfully, there's a better way. A more fair and efficient financial system that puts people first. A system that is powered by blockchain technology and built on the foundation of NFTs and crypto assets.

This new financial system is open, transparent, and inclusive. It levels the playing field, giving everyone a fair chance to succeed. And it enables people to unlock the true value of their assets, without middlemen or intermediaries taking a cut.

It's time for a better financial system. One that works for everyone, not just the wealthy few. With NFTs and crypto at its core, this new system has the power to transform the way we interact with money, unlock unprecedented opportunities, and create a more prosperous future for us all.

The Paytusker team has identified three key problems with the current financial system: high fees, slow transactions, and a lack of trust. In order to solve these problems, they have developed a new system that uses blockchain technology to facilitate fast, low-cost transactions. In addition, the Paytusker system is designed to be highly secure and transparent, instilling confidence in users. With these features, the Paytusker team hopes to revolutionize the way people adhere to the fintech world.

At Paytusker, we are building a new platform blockchain based. Our goal is to solve three key problems: high gas fees, slow transactions, and trustless transactions. To accomplish this, our new platform is tailored for payments with minimal listing fees fixed at 0.10\$.

Our blockchain will have surface-level compatibility with Polygon, but we have made significant modifications to the underlying architecture to make it more efficient for users. In addition, we have worked on a new algorithm that is optimized for fast transactions. We believe that our solution will be the most user-friendly and scalable solution for the NFT world.

The platform

On Paytusker, artists can sell their books, music, and other creative works as NFTs. NFTs are digital assets that are stored on a blockchain and can be traded like other cryptocurrency assets. Unlike traditional fiat currencies, NFTs are not subject to inflation or government manipulation. This makes them an ideal investment for artists who want to protect the value of their work. With Paytusker, artists can mint their own NFTs and set their own price. They can also choose to sell their NFTs in auction format, which allows buyers to compete for the asset. Paytusker takes a percentage of each sale, providing a revenue stream for the platform. In addition, Paytusker helps to promote artist's work by featuring it on the site and in social media campaigns. Paytusker is a non-fungible token platform that values privacy, collectors, creators, seekers, and ease of use. The platform allows users to buy, sell, and trade NFTs in a safe and secure environment. Paytusker also offers a variety of features that make it easy for users to find the NFTs they are looking for. The platform provides an intuitive search engine that makes it easy to find the right NFT for your collection.

In addition, Paytusker offers a variety of tools that allow you to track the value of your NFTs over time. The platform also gives you the ability to create and manage your own NFT collections. Lastly, Paytusker provides a community forum where you can connect with other collectors and creators. As a result, Paytusker is a powerful tool for artists who want to sell their work as NFTs..

Roadmap

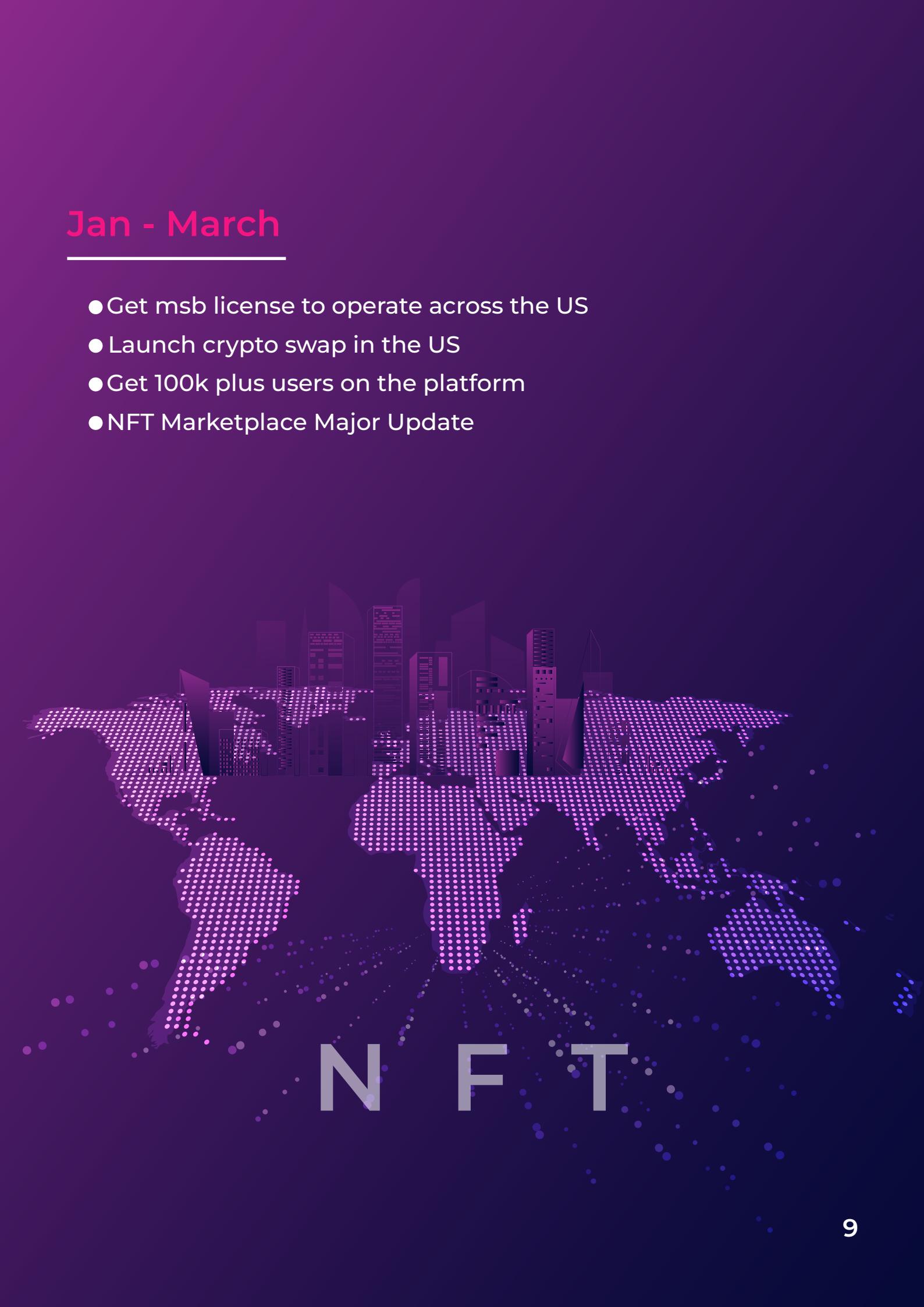
Here at Payrusker, we have a clear roadmap of our development steps to become a distinct player in the NFT environment. In the first six months, we will focus on launch, social media, awareness, and traction. In the first year, we will enter the US market and reach 100k users on our platform. Our goal is to provide a superior experience for collectors and creators of NFTs by offering an easy-to-use platform with a wide range of features. We believe that by focusing on these key areas, we will be able to achieve our goals and establish ourselves as a leading player in the space.

Sept - Dec First launch

- Focused more on content creators by creating partnerships with them (allowing them to upload NFTs)
- Grow our social media presence across all platforms (100k, 10k twitter & discord)
- Start getting transactions on the platform
- Launch crypto swap + native token (Paytusker Token) across the world (excluding the US)
- Gain traction on the market
- Pitch to investors & attend the Denver startup week

Jan - March

- Get msb license to operate across the US
- Launch crypto swap in the US
- Get 100k plus users on the platform
- NFT Marketplace Major Update



N F T

NFT Utility

Collecting:

NFT collecting has a centrality in Paytusker, with many users spending hours scouring the platform for rare and valuable digital items. While some collectors focus on acquiring as many NFTs as possible, others take a more selective approach, looking for items that hold personal meaning or are particularly rare. Whatever their approach, all collectors share a passion for finding hidden treasures and unlocking the stories behind them

Exposition:

creators on Paytusker can showcase their digital art in various form. In an immersive, digital experience based around the concept of blockchain and NFTs. Thanks to the usage of a combination of cutting-edge technology and researched customer experience that is both visually stunning and totally unique. Visitors will be able to explore the catalog at their own pace, interacting with the various artworks in whatever way they see fit. Whether you're a seasoned NFT lover or a complete novice, this is one platform that you won't want to miss

Worldwide exposure:

Paytusker is granting the possibility to emerging artists from emerging markets to access to the possiblity to distribute their work around the world. The app allows users to buy, sell, and trade virtual assets with the lowest transaction fees on the market.

Paytusker in this way is helping to increase the visibility of the artists by allowing users them to sell all over the world through an affordable platform. As a result, Paytusker is providing a unique opportunity for people to invest in and trade NFTs on a global scale.

Events:

as a creator, you can create memberships to NFT holders and they can attend exclusive events, get access to the latest releases as members of Paytusker. This will be a big advantage for creators because it will let them connect with their fans in a more intimate setting and give them early access to creators' work. It will also help artists to build a stronger connection with the fanbase and get their feedback on their work. In addition, it will reasonably help to generate an higher income.



Go to market strategy

Marketing Plans:

we defined a meticulous go-to-market strategy. We defined a blueprint for the entire marketing campaign. Setting the tone and direction for all our marketing efforts. In this phase we are focusing on our target audience. We will deep dive what motivates them, what pains them, and what drives them to make a purchase. Once defined a clear understanding of the target audience, we will start developing messaging and campaigns that resonates with them. In this way our go-to market strategy is the foundation of our entire marketing effort.

Influencers endorsements:

To maximize the results our go to market strategy, we consider working with influencers who can endorse our product. This is a viable option because influencers have a large follower base that trusts their opinion. If we can get even just a few well-known influencers on board, it could make a big impact on our sales and awareness.

Social media shoutouts:

Use of social media to drive awareness is our go-to market strategy. Receive shoutouts from customers and prospects that are using our products or services in interesting ways

Post everyday on major platforms such as twitter, YouTube etc:

we aim to distribute contents, through social media which is proven it's one of the most effective way to promote new business. By creating engaging and interesting posts, we aim to reach a wider audience and build relationships with potential customers..

Press releases:

are a powerful way to communicate our message to potential customers. By clearly outlining our goals and target market, we can ensure that our release gets the attention it deserves

Weekly AMA:

Got a go-to market question? Come join us for our Weekly Ask Me Anything! We'll be available to chat and answer any questions you might have. Can't attend it this week? No problem! Just leave your question for the next week and we'll be happy to answer you.



Conclusions

Paytusker has a mission to revolutionize the way people do finance and art. By ensuring smooth transactions with low gas fees. We believe that by facilitating easy and affordable transactions between artists and consumers, we can help nurture creativity and support content creators around the world.



NFT