



# Nifty Row

An NFT Marketplace for African Art



# Nifty Row

[www.niftyrow.io](https://www.niftyrow.io)

# Presentation Outline

- Project Background
- Blockchain Features
- Platform Services
- Market Validation



# Project Background



# Introduction

## Nifty Row is an NFT Marketplace that enables:

- Unique asset representation through Non-Fungible Tokens (NFTs)
- Art ownership through NFTs which are secured against forgery
- Authenticity of fine art through digital signatures
- Efficient tracing of provenance of artwork
- Artist sell their artwork and earn commission in perpetuity
- Decentralized Finance (DeFi) Services e.g. Credit and Insurance

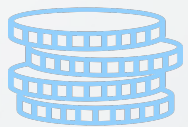


# The Problem

- Limited historical success in the ability to track African art.
- Inadequate representation of African art within the global art scene, leading to reduced visibility, prestige and value of African art.
- In Africa and several other underserved regions, artists and creatives struggle to attain their global market potential in recognition, income and value.
- Several African artists struggle with unique asset representation and protection against forgery.
- Artists have limited access to financial services such as savings, credit and insurance.
- Current DeFi platforms are cumbersome and difficult to verify leading to distrust.

# Solution

In light of the current and prevailing challenges Nifty Row will provide the following features with specific focus on viable solutions for growth:



Visual and Audible Art  
Token Issuing & Trading



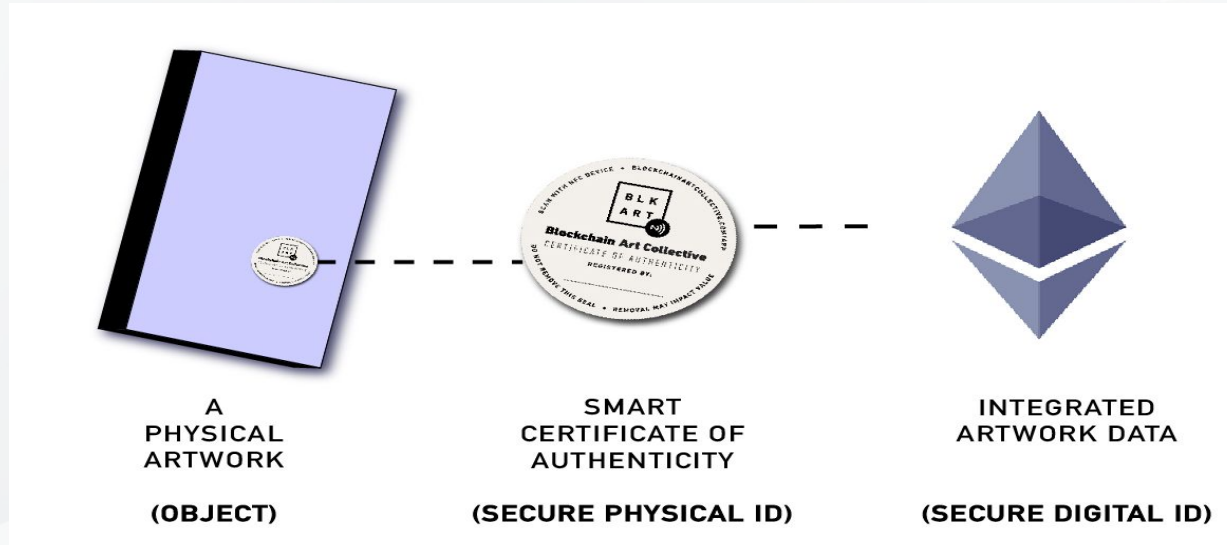
Sale and Auction of Visual  
and Audible Art



DeFi Services - Credit  
Staking and Insurance

# Blockchain Features

# Blockchain Features



## History

As a digital platform, Nifty Row is powered by blockchain technology allowing for unique and innovative representation of artwork.



# Blockchain Features



## Secure

The protocol employs the Ethereum 721 token standard for NFTs, creating a deterrent to theft and forgery whilst providing a reliable record of provenance.

# Blockchain Features



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## Authenticity

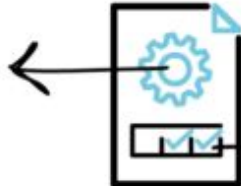
Blockchain technology allows for enhanced security features i.e. digital embossing with artists' signatures and time stamps.

## Uniqueness

As blockchain technology meets the art world, Nifty Row enables unique creation of various forms of art, making them globally viable and accessible.

ERC-721

NON-FUNGIBLE TOKENS



DIFFERENT PROPERTIES

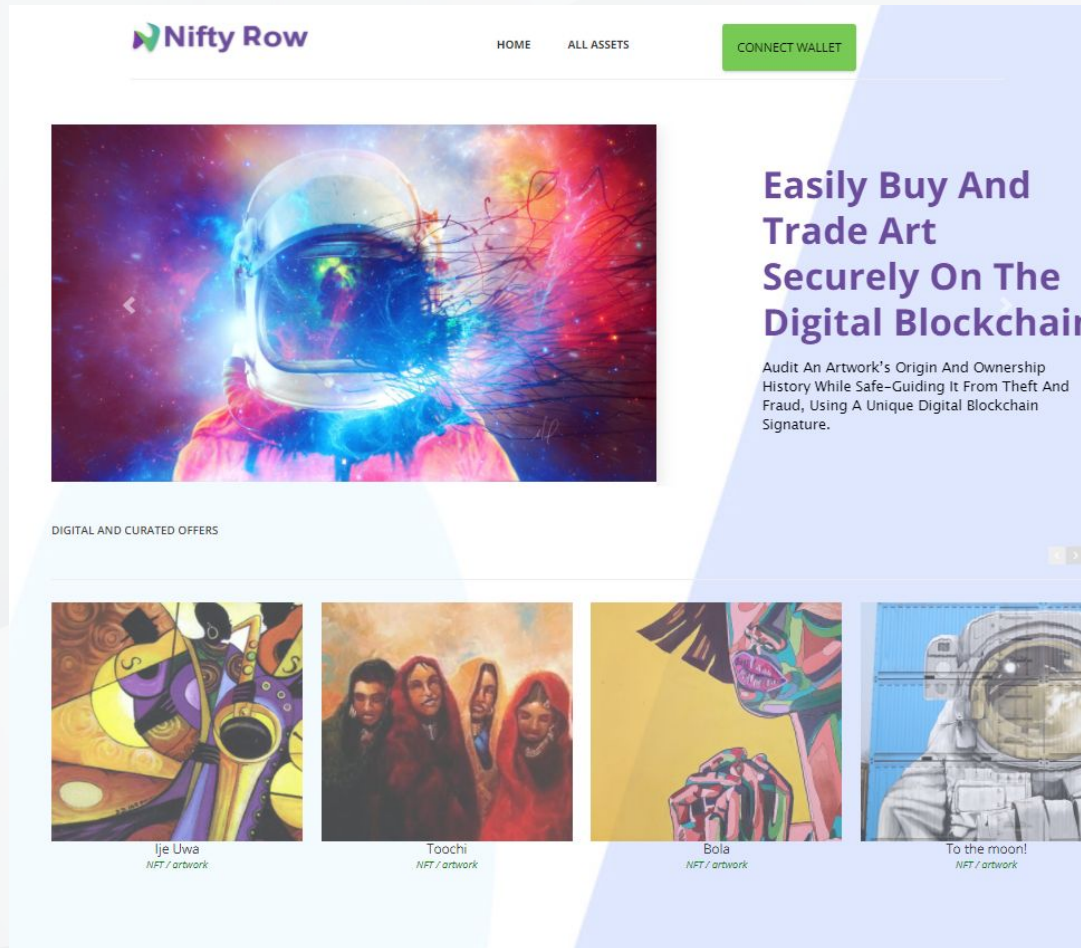
# Platform Services



# Platform Services

- Customization and deployment of blockchain powered NFT e-Shop
- Tagging or marking artwork with a globally verifiable Blockchain Token ID
- Conducting English Auctions for represented artwork
- Listing of previously auctioned/sold NFT tokens for resale
- Simultaneous listing of NFT's on multiple marketplaces with a single globally referenced token per artwork
- Issuance of NFTs for digitally recreated artwork
- Fractional Investments in NFTs through regulated partner platforms

# Demo



The platform is ready to test-drive on the Binance Smart Chain Testnet

# Market Validation

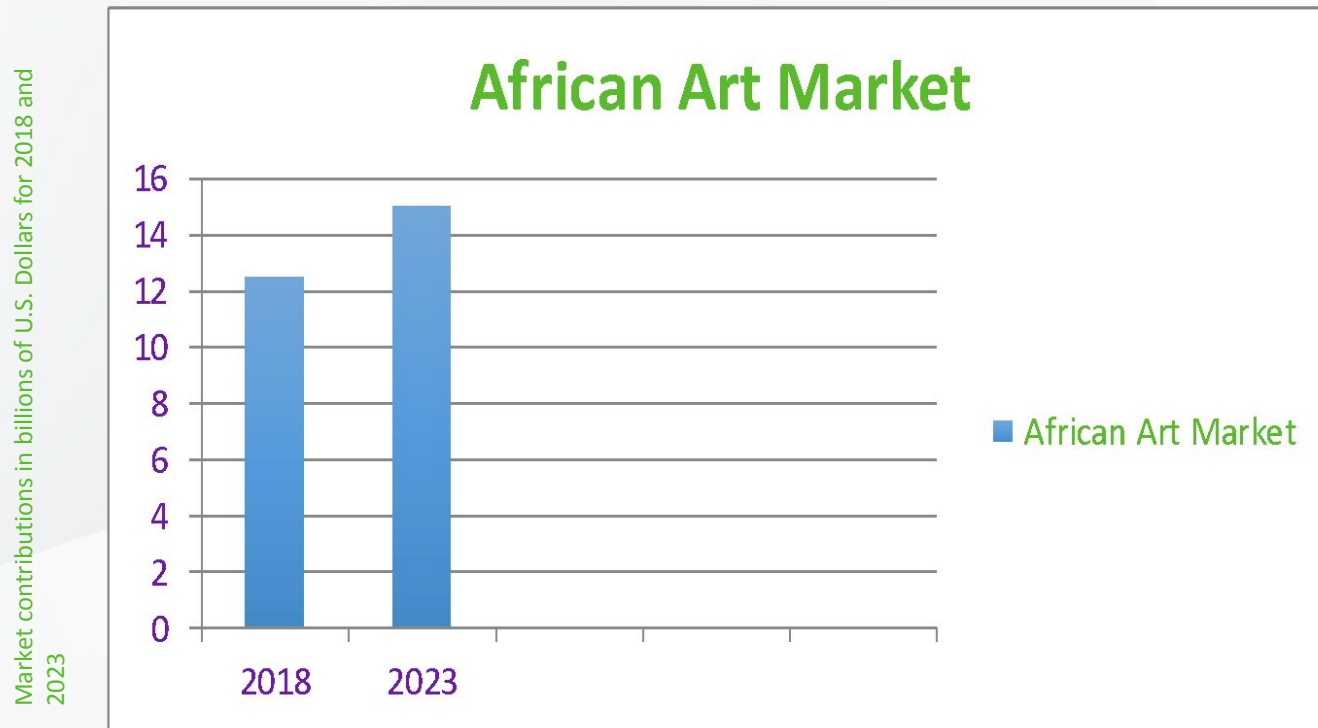


# Market Validation

Contemporary art from Africa is gaining global attention, primarily through six dynamic emerging art centres: Accra, Addis Ababa, Cape Town, Dakar, Lagos and Marrakech, e.g.

- “Tutu” by Ben Enwonwu, the iconic Nigerian portrait sold for \$1.68m in 2018
- “Bush Babies” by Nigerian Njideka Akunyili Crosby sold for \$3.4m in 2017
- “The Visitor” by South African artist Marlene Dumas sold for \$6.3 m in 2008

# Market Validation



Details: Worldwide; Africa; Deloitte; ArtTactic; 2018

# Contact Us

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